



# AUXILIARY SERVICES IT

## AS IT MONTHLY REPORTS

For July 2018

TO CREATE  
THE BEST USC  
EXPERIENCE.

BESTPEOPLE.  
BESTPRODUCT.  
BESTSERVICE.

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# USCAUXILIARY SERVICESIT

## AGENDA

- Service Desk Reports
- Aging Report
- Website Reports
- Email Campaign Reports
- Customer Satisfaction Report

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# USCAUXILIARYSERVICESIT

## Service Desk Reports

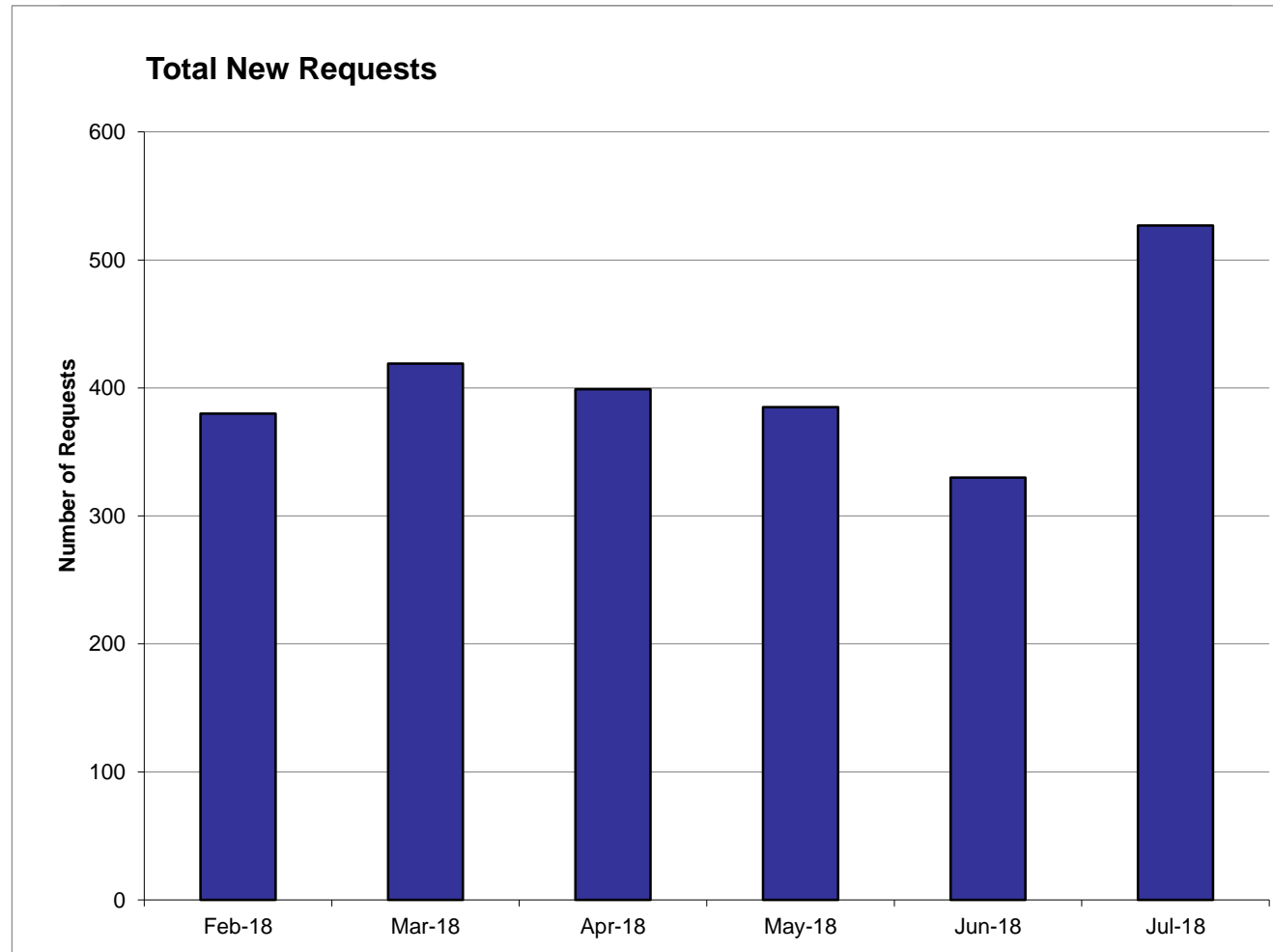
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## Service Desk Reports

### July 2018

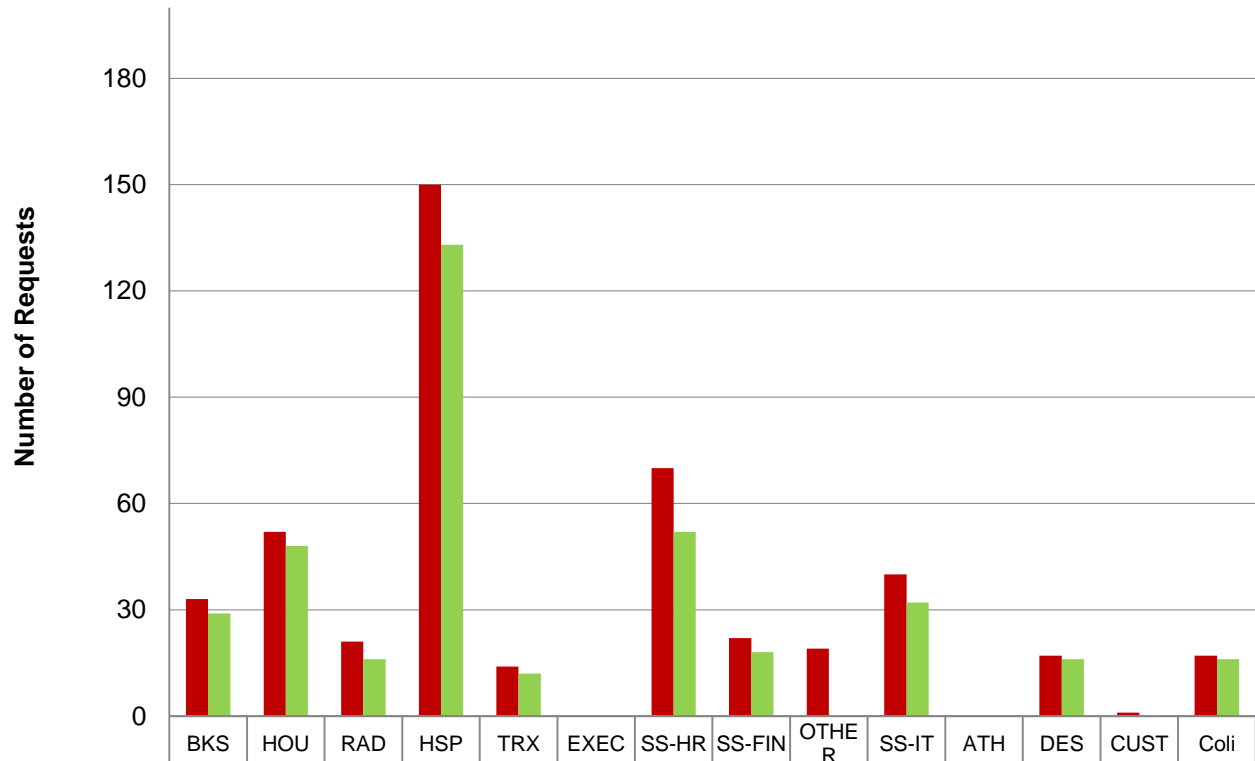
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Total New Vs Closed Requests



■ Total Requests	33	52	21	150	14	0	70	22	19	40	0	17	1	17
■ Closed Requests	29	48	16	133	12	0	52	18	0	32	0	16	0	16



# USCAUXILIARYSERVICESIT

## Service Desk Reports

### July 2018

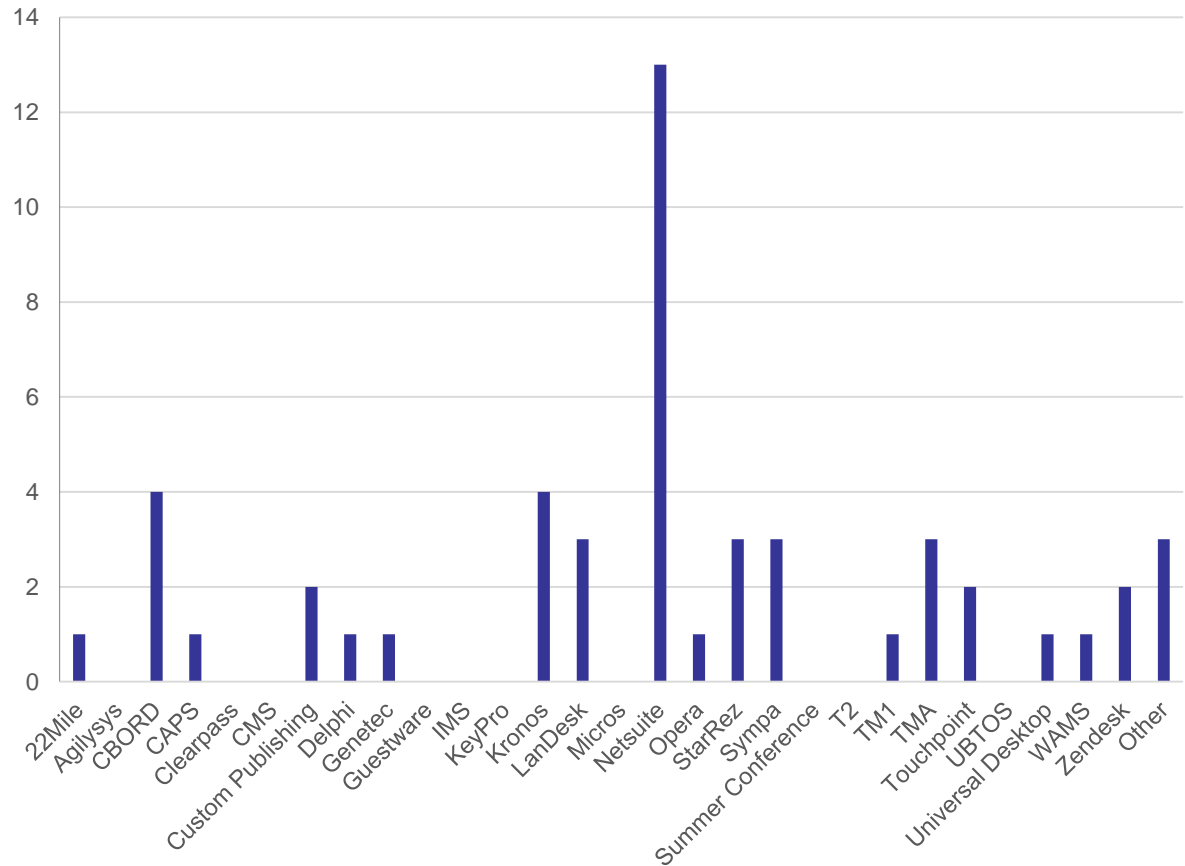
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Requests By BU System





# USCAUXILIARYSERVICESIT

## Service Desk Reports

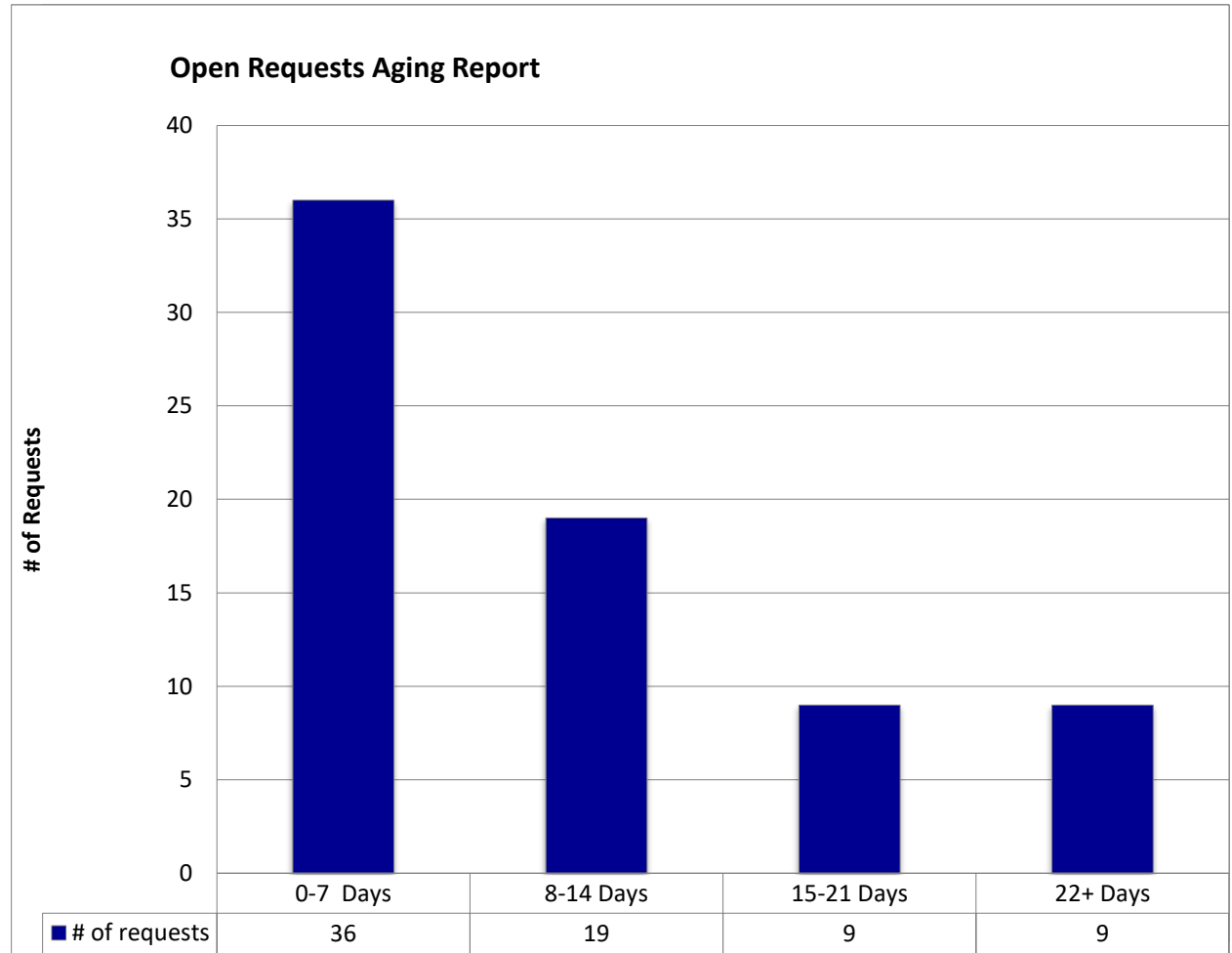
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## Service Desk Reports

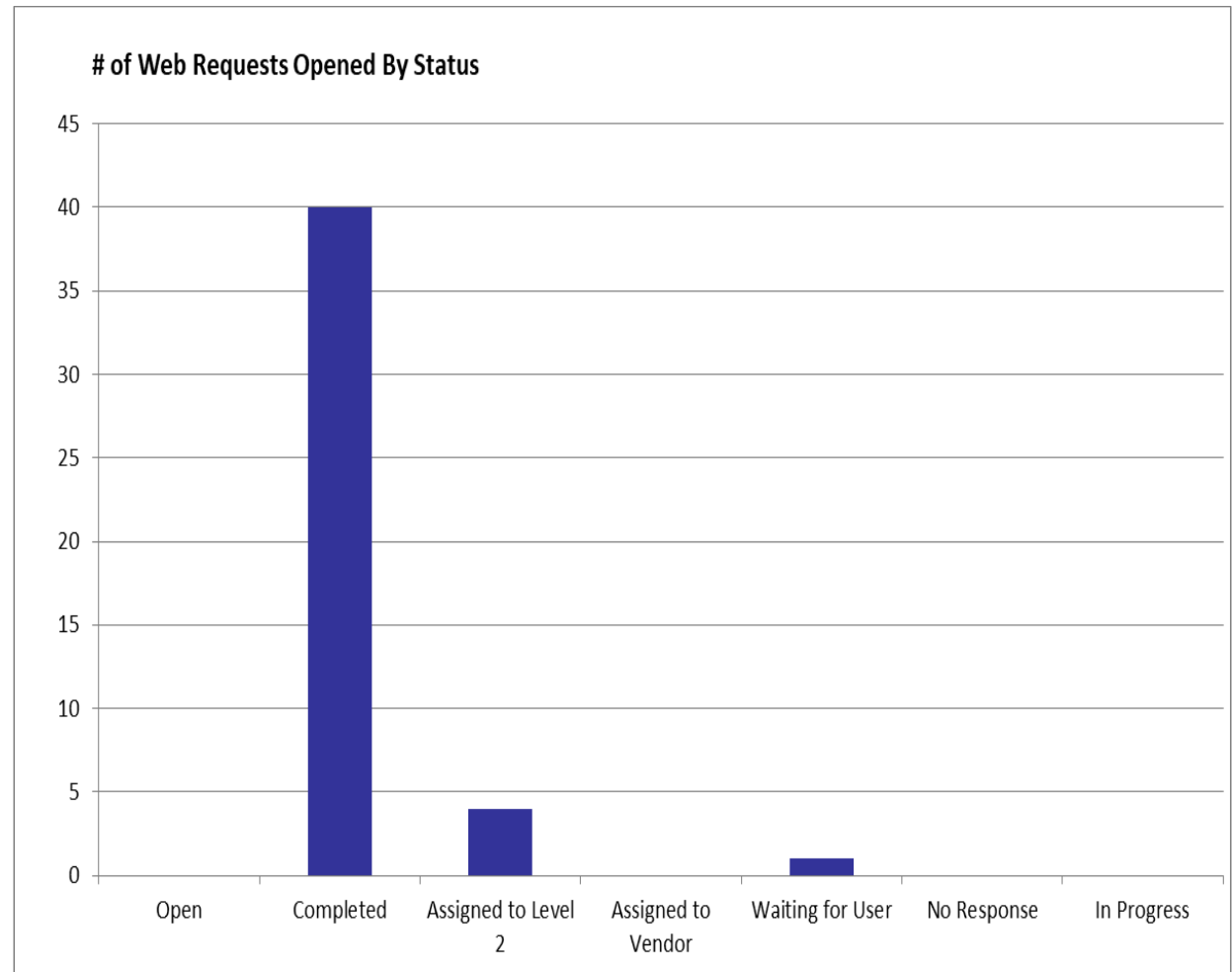
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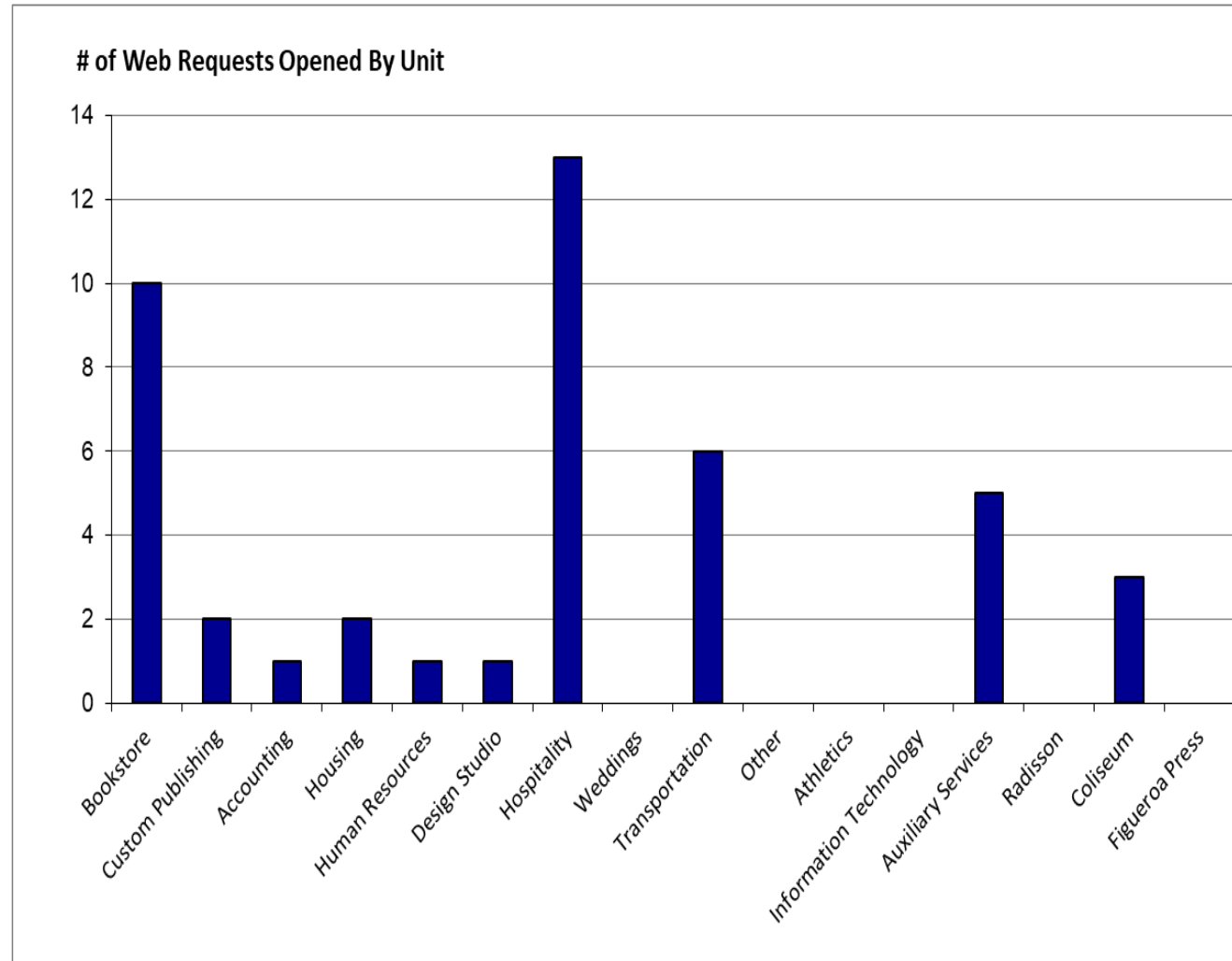
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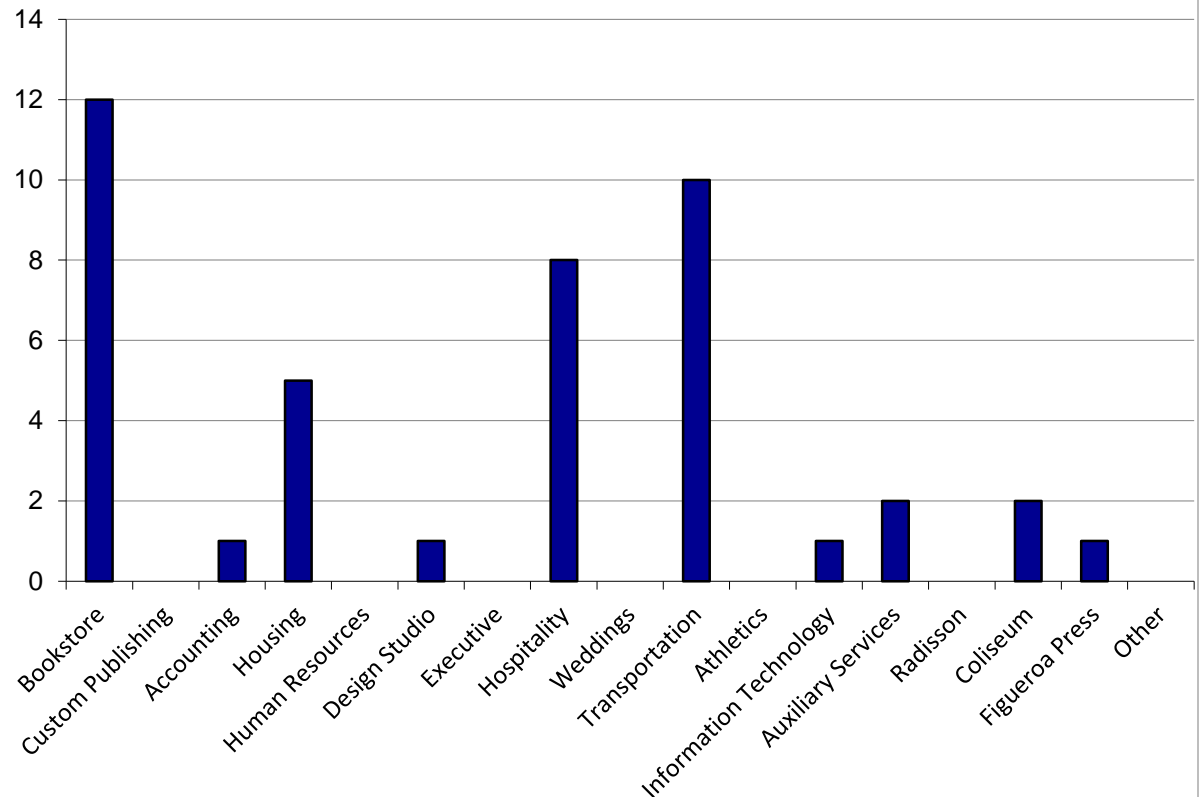
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# of Web Requests Closed By Unit





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## Website Reports

### July 2018

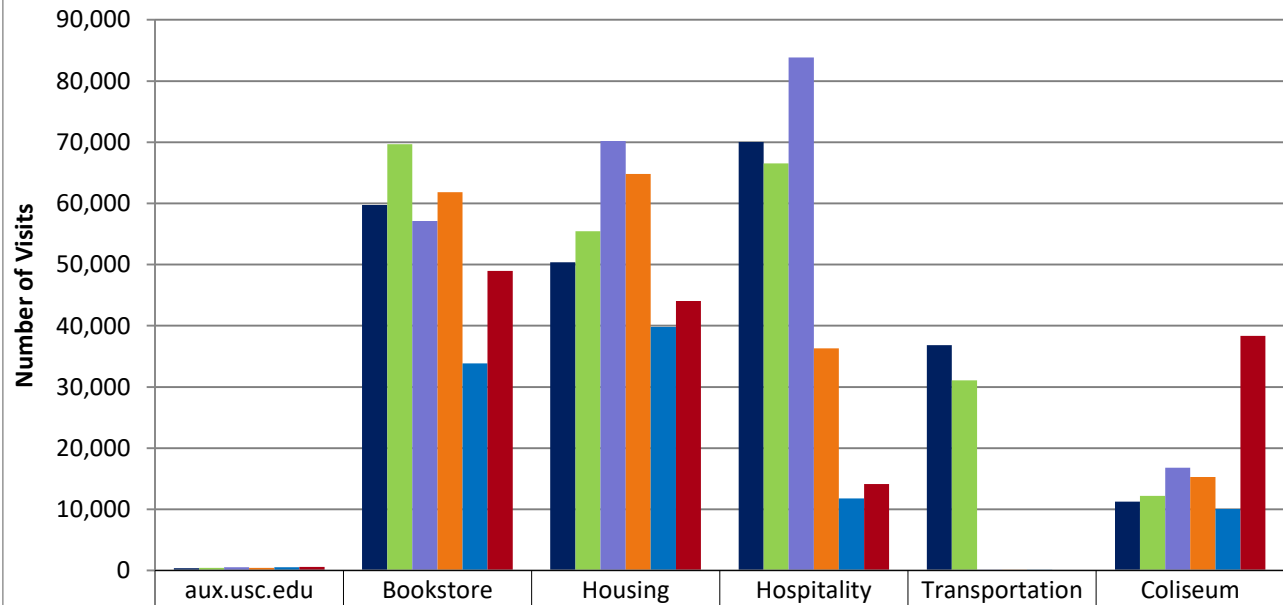
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Web Visits Per Month - BU Main Sites



	aux.usc.edu	Bookstore	Housing	Hospitality	Transportation	Coliseum
■ Feb-18	370	59,735	50,401	70,055	36,810	11,257
■ Mar-18	431	69,673	55,437	66,539	31,063	12,221
■ Apr-18	555	57,107	70,171	83,824	145	16,834
■ May-18	456	61,818	64,809	36,296	104	15,288
■ Jun-18	567	33,850	39,831	11,786	152	10,045
■ 18-Jul	621	48,951	44,042	14,136	66	38,353



# USCAUXILIARYSERVICESIT

## Website Reports

### July 2018

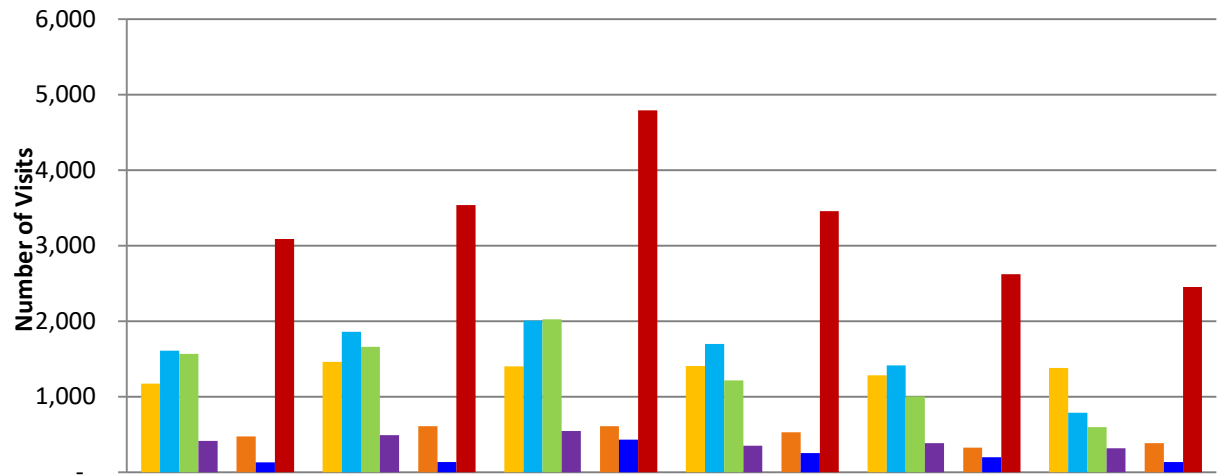
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Web Visits Per Month - HSP Micro Sites



	Feb-18	Mar-18	Apr-18	May-18	Jun-18	18-Jul
McKays	1,174	1,462	1,401	1,407	1,283	1,382
The Lab	1,609	1,858	2,006	1,699	1,416	785
Moreton Fig	1,565	1,661	2,023	1,216	1,005	595
Rosso Oro's Pizzeria	415	492	547	351	382	317
Seeds Marketplace	-	-	-	-	-	-
Traditions	474	607	609	530	326	385
The Edmondson	130	135	430	252	197	135
University Club	3,089	3,539	4,792	3,460	2,622	2,454



# USCAUXILIARYSERVICESIT

## Website Reports

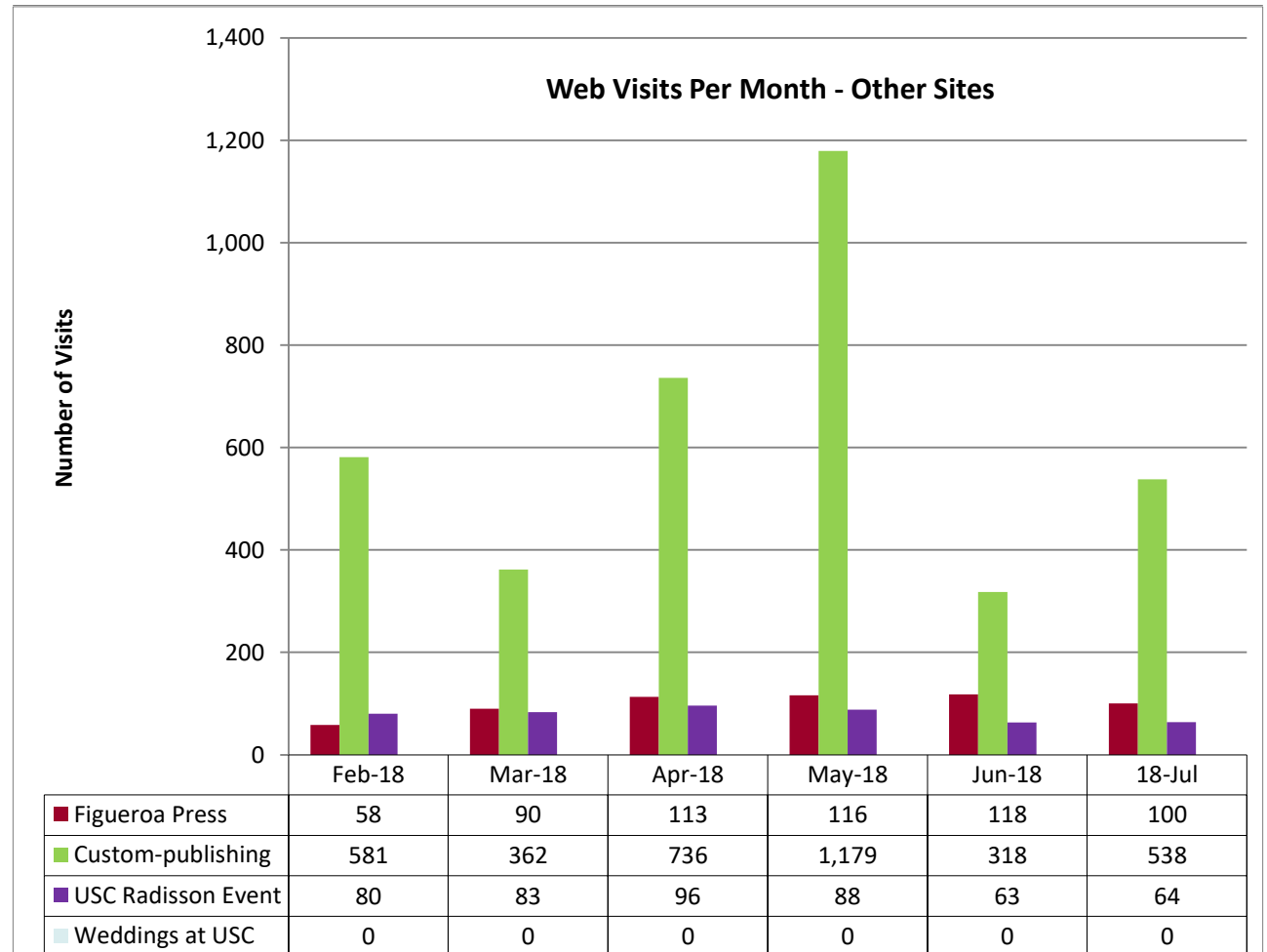
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## Website Reports

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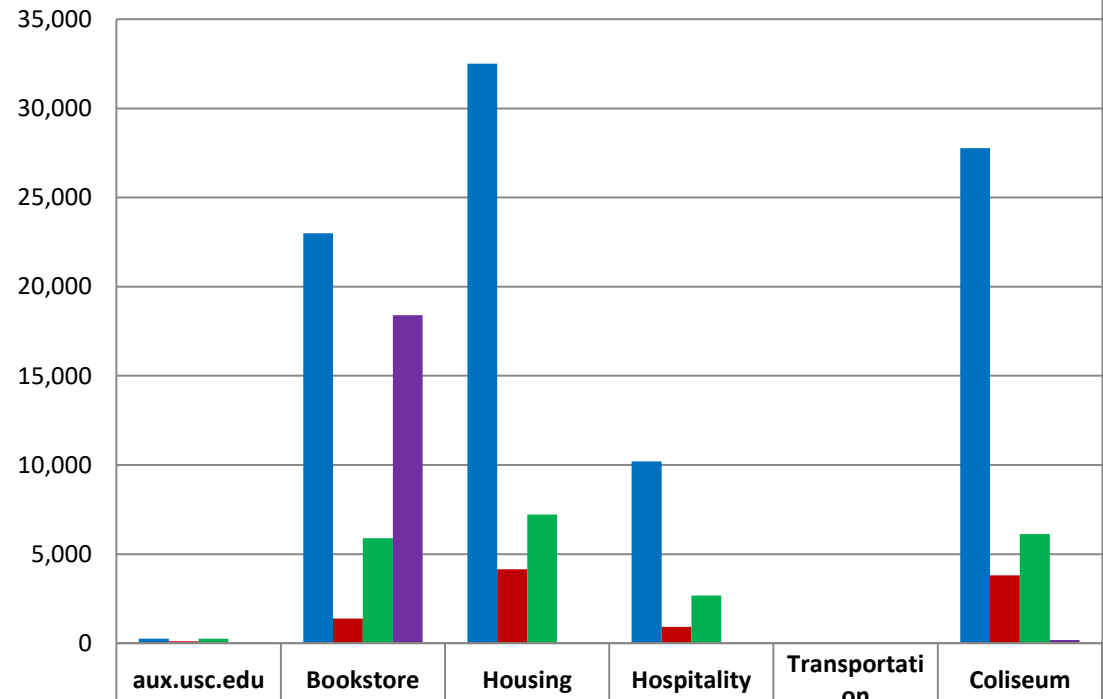
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July 2018 Traffic Sources - BU Main Sites



■ Search Engine	262	22,998	32,505	10,195	6	27,763
■ Referring Sites	107	1,380	4,145	925	18	3,808
■ Direct Traffic	251	5,897	7,227	2,676	41	6,127
■ Campaigns	0	18,404	0	0	0	175





# USCAUXILIARYSERVICESIT

## Website Reports

### July 2018

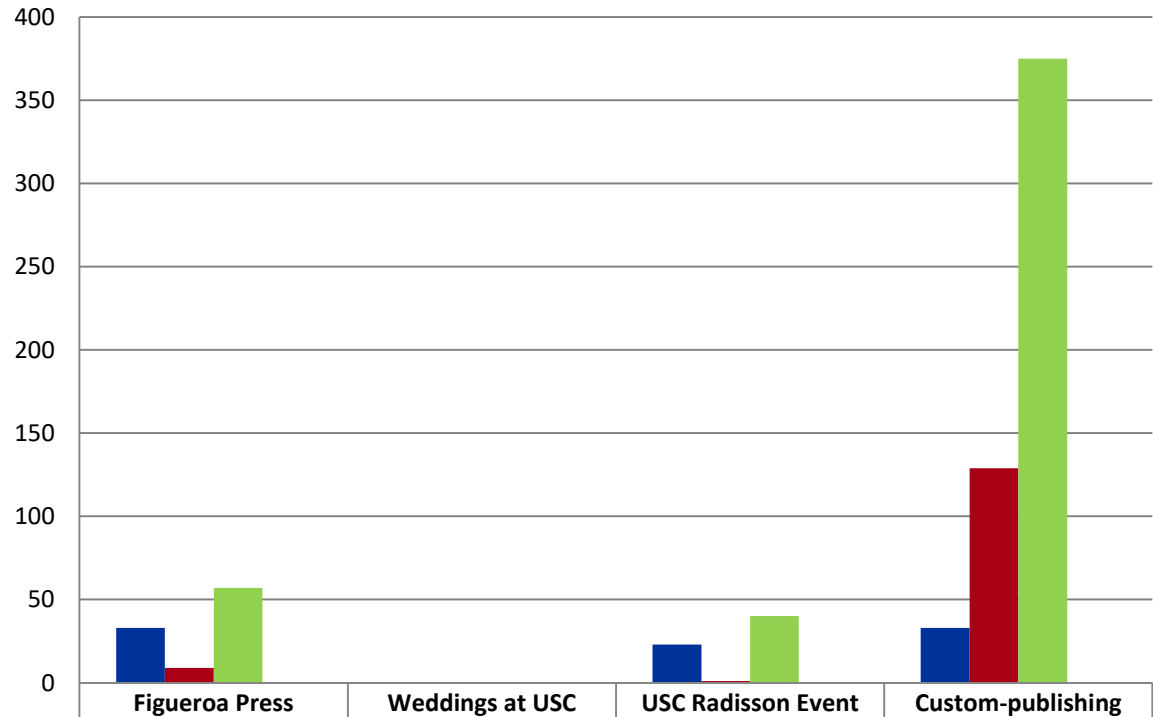
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July 2018 Traffic Sources - Other Sites



	Figueroa Press	Weddings at USC	USC Radisson Event	Custom-publishing
■ Search Engine	33	0	23	33
■ Referring Sites	9	0	1	129
■ Direct Traffic	57	0	40	375
■ Campaigns	0	0	0	0



# USCAUXILIARYSERVICESIT

## Website Reports

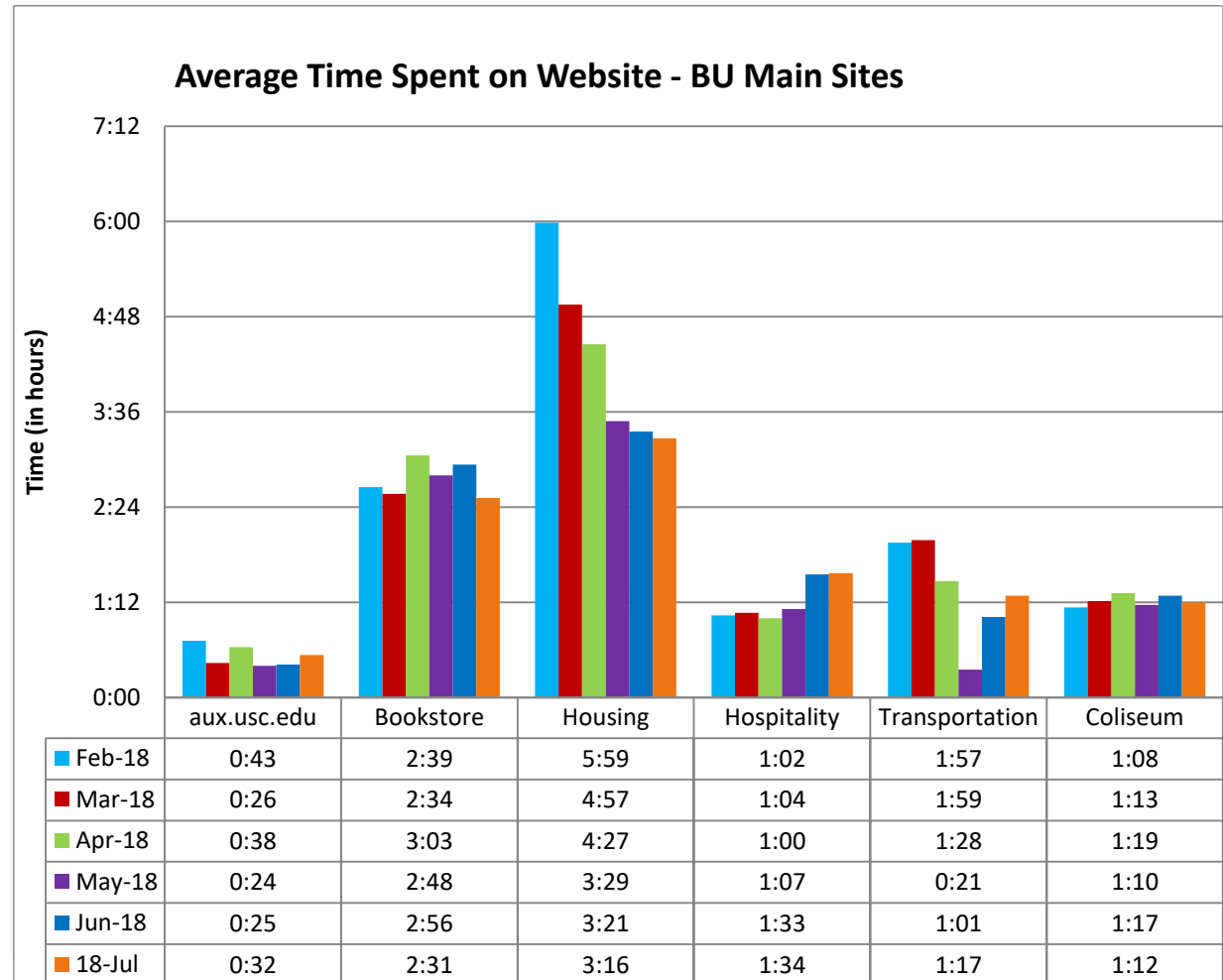
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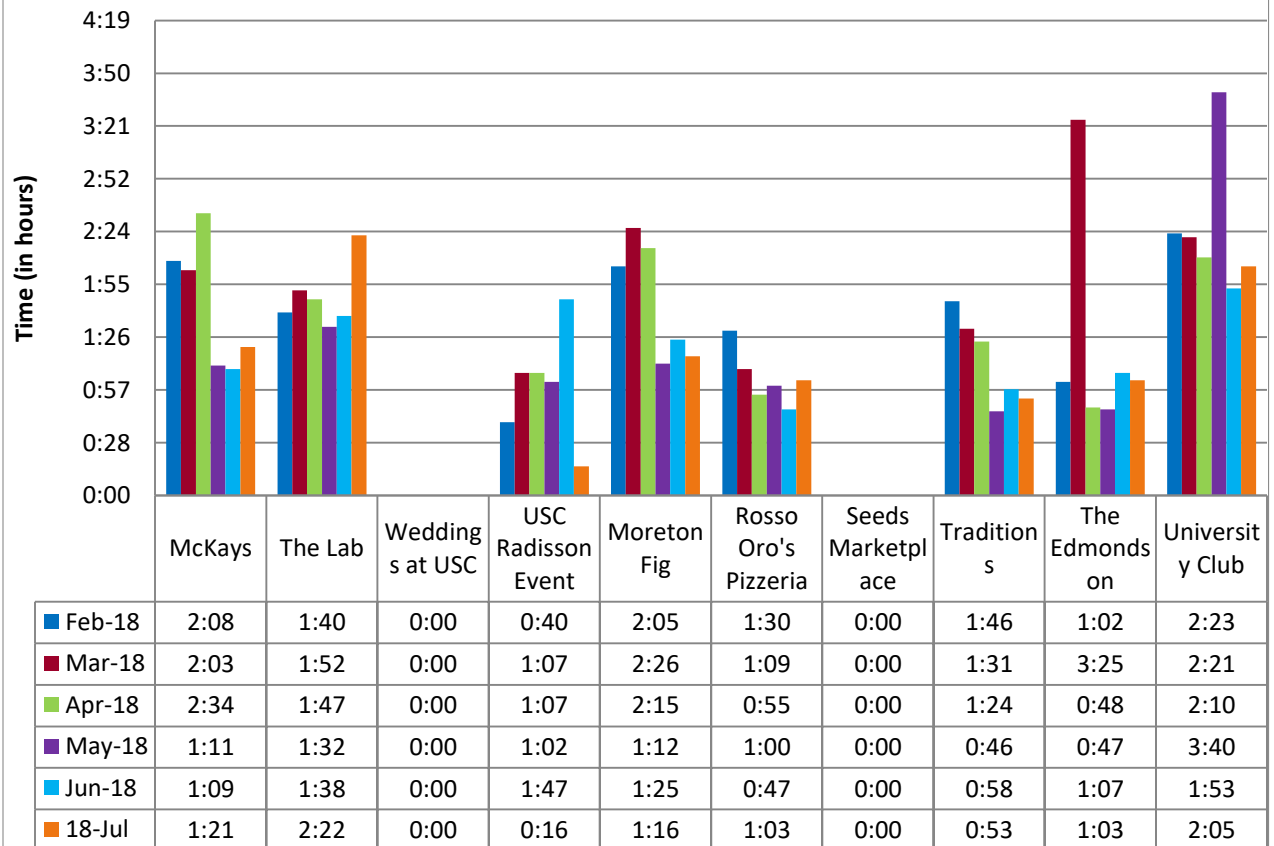
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**Average Time Spent on Website - HSP Micro Sites**





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## Website Reports

### July 2018

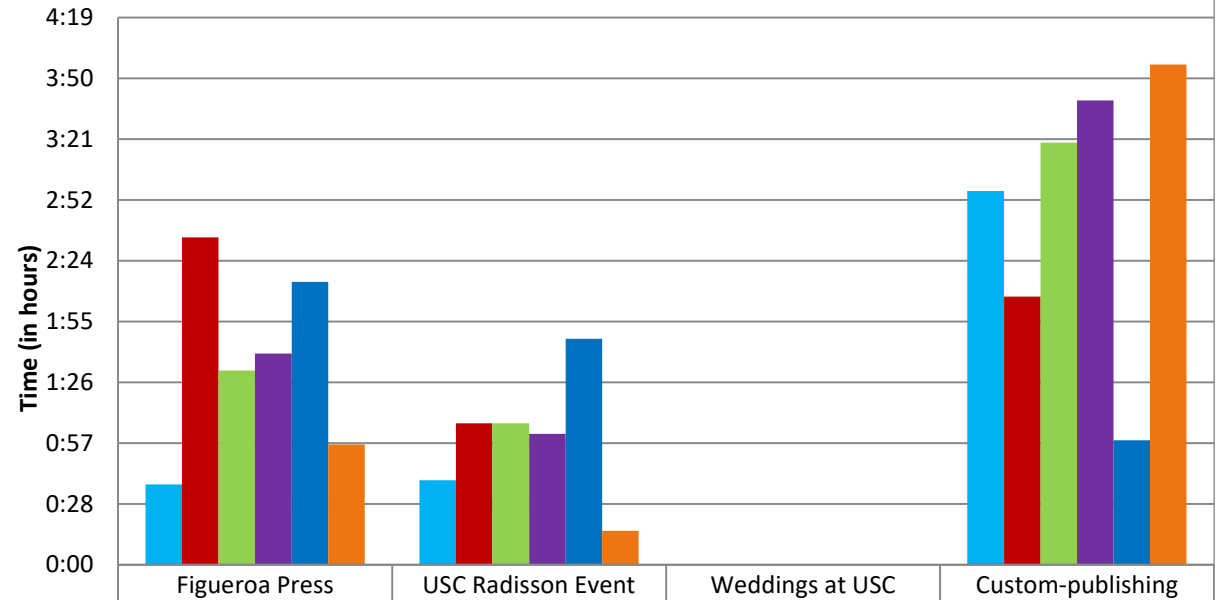
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Average Time Spent on Website - Other Sites



	Figueroa Press	USC Radisson Event	Weddings at USC	Custom-publishing
■ Feb-18	0:38	0:40	0:00	2:57
■ Mar-18	2:35	1:07	0:00	2:07
■ Apr-18	1:32	1:07	0:00	3:20
■ May-18	1:40	1:02	0:00	3:40
■ Jun-18	2:14	1:47	0:00	0:59
■ 18-Jul	0:57	0:16	0:00	3:57



# USCAUXILIARYSERVICESIT

## Website Reports

### July 2018

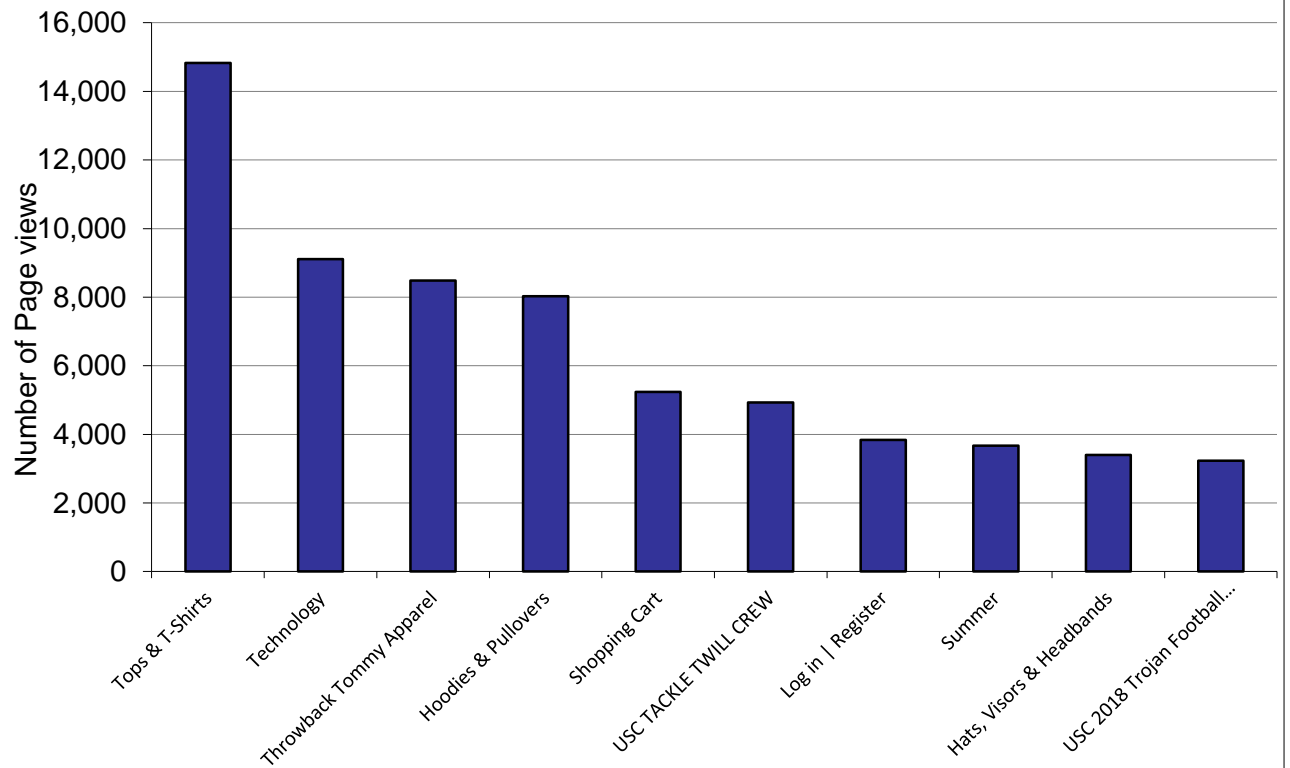
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Bookstore Charts 10 Most Viewed Pages - July 2018





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## Website Reports

### July 2018

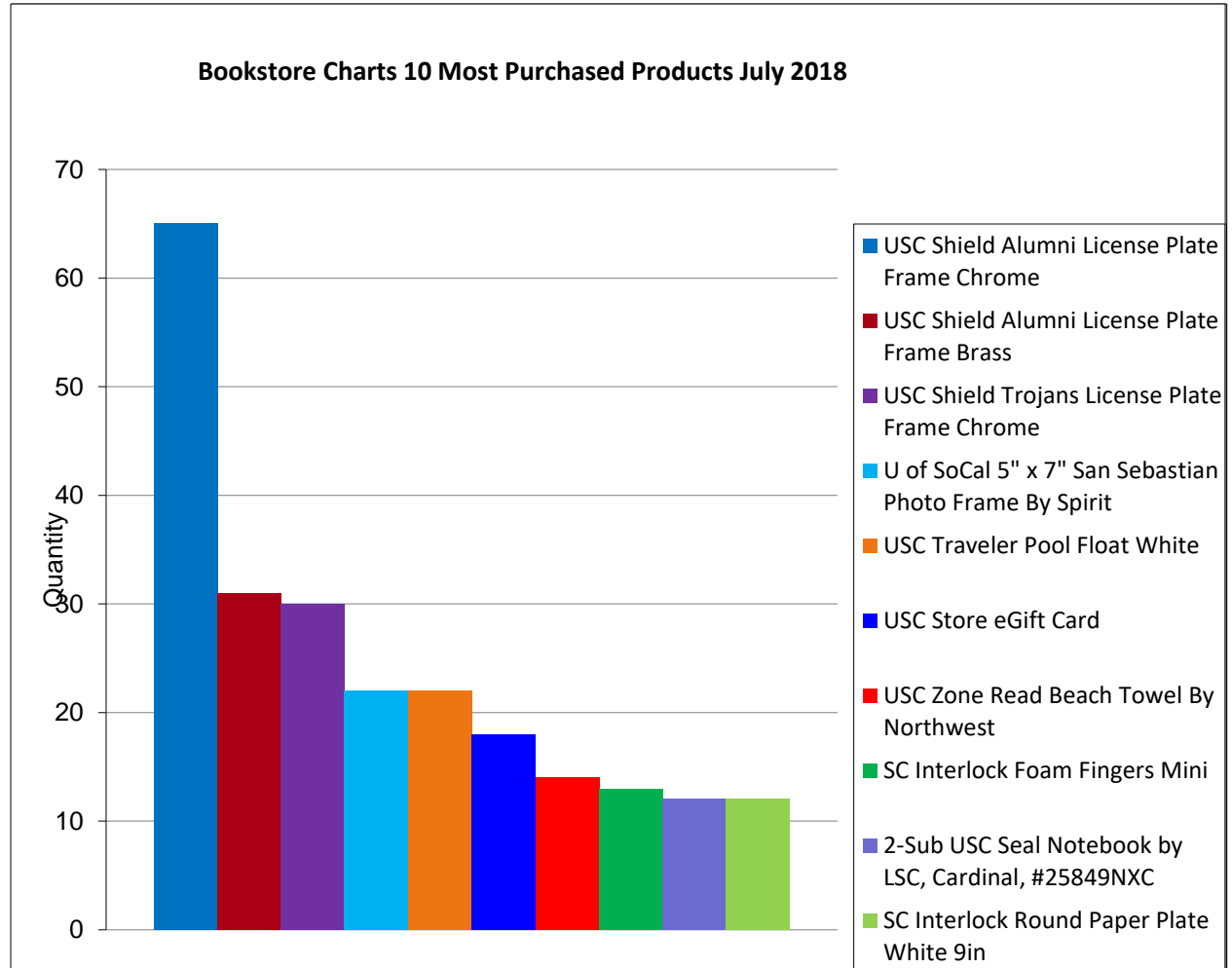
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Bookstore Charts 10 Most Purchased Products July 2018





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## Website Reports

### July 2018

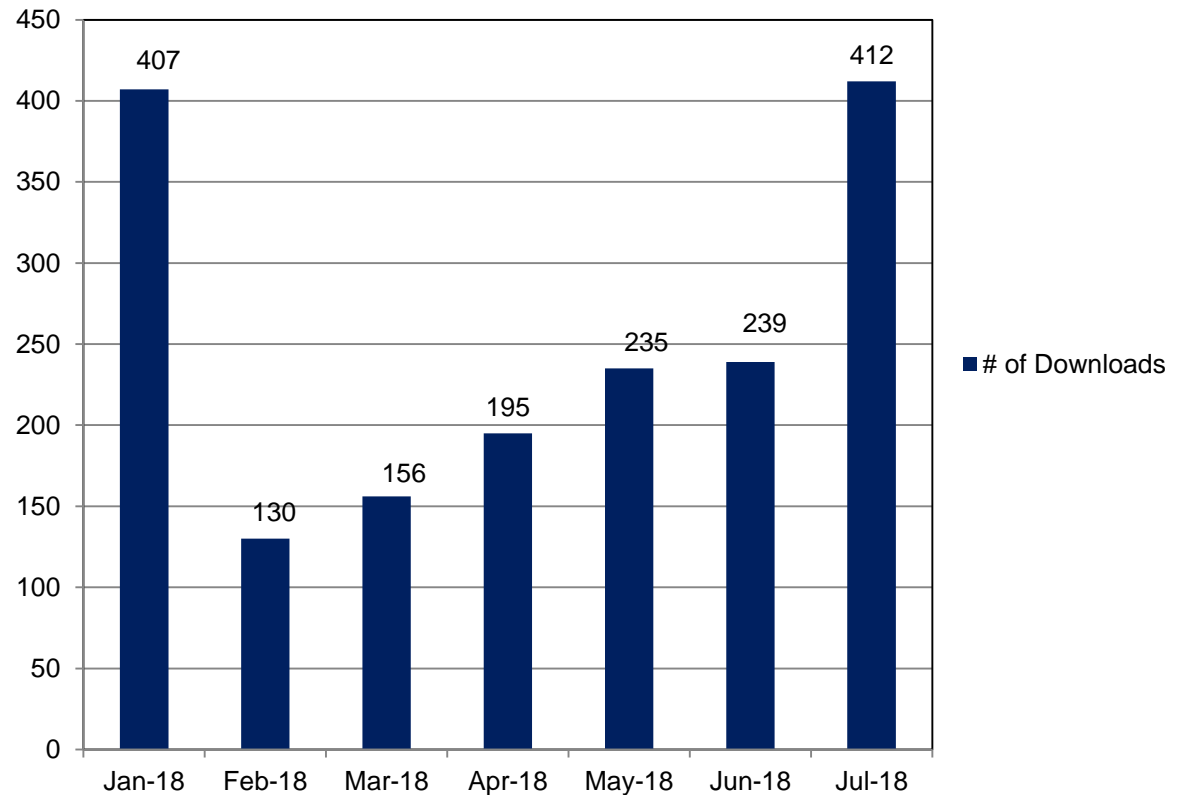
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**# of Downloads**  
**TSP Mobile App Stats**





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## Email Campaign Reports

### July 2018

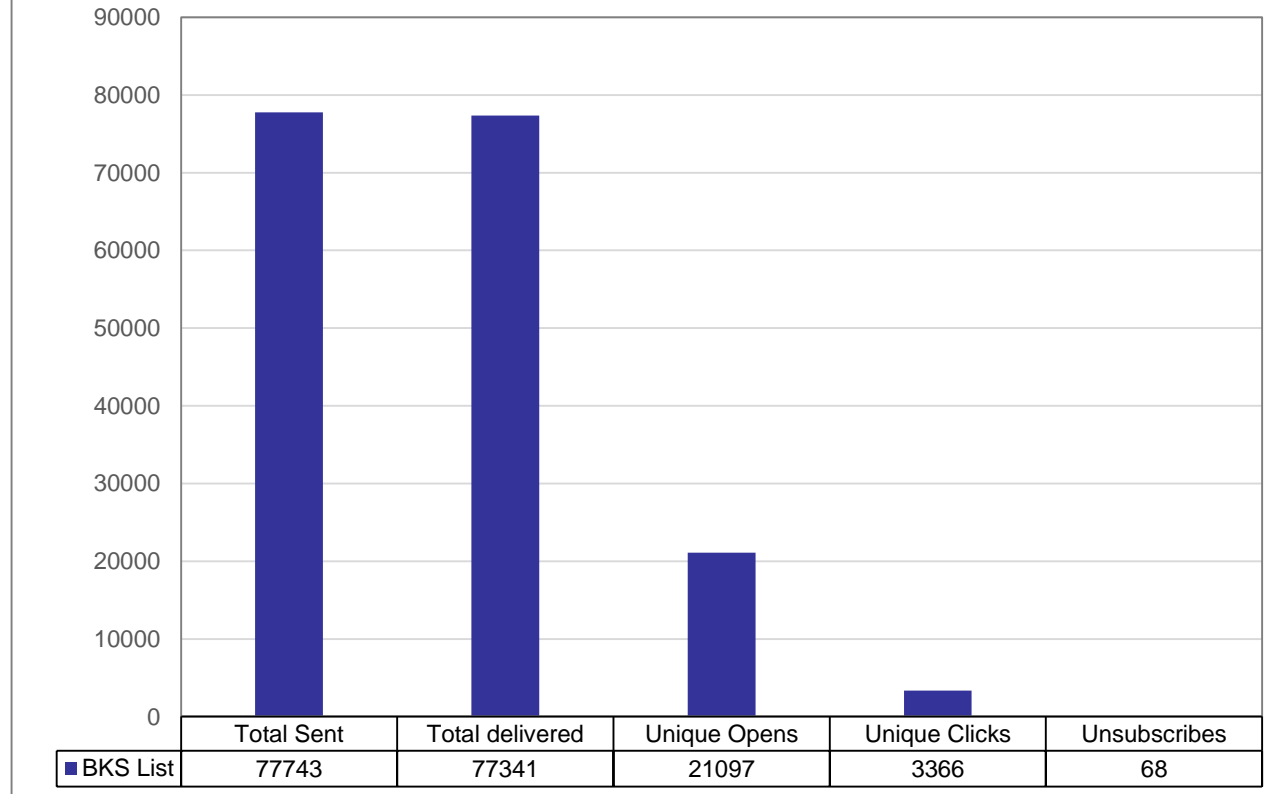
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Throwback Thursday! - 07/19/2018





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## Email Campaign Reports

### July 2018

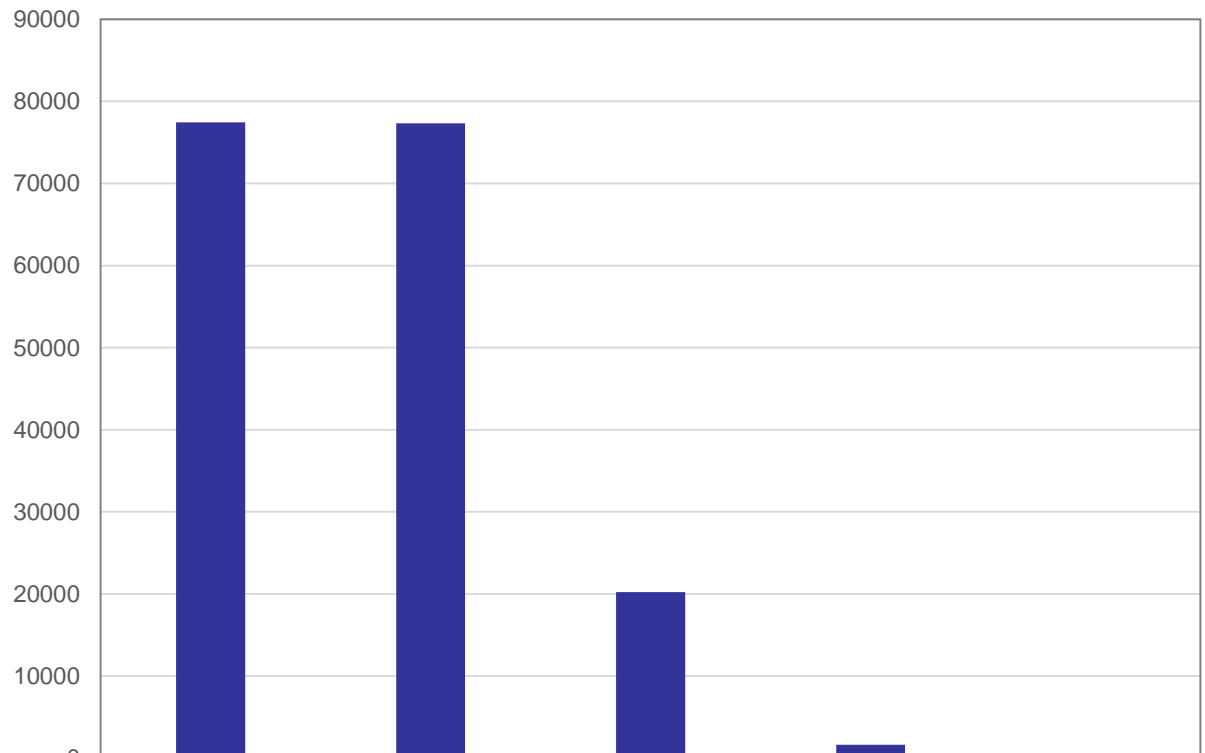
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Countdown to USC Football! - 07/21/2018



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
■ BKS List	77426	77325	20238	1616	68



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## Email Campaign Reports

### July 2018

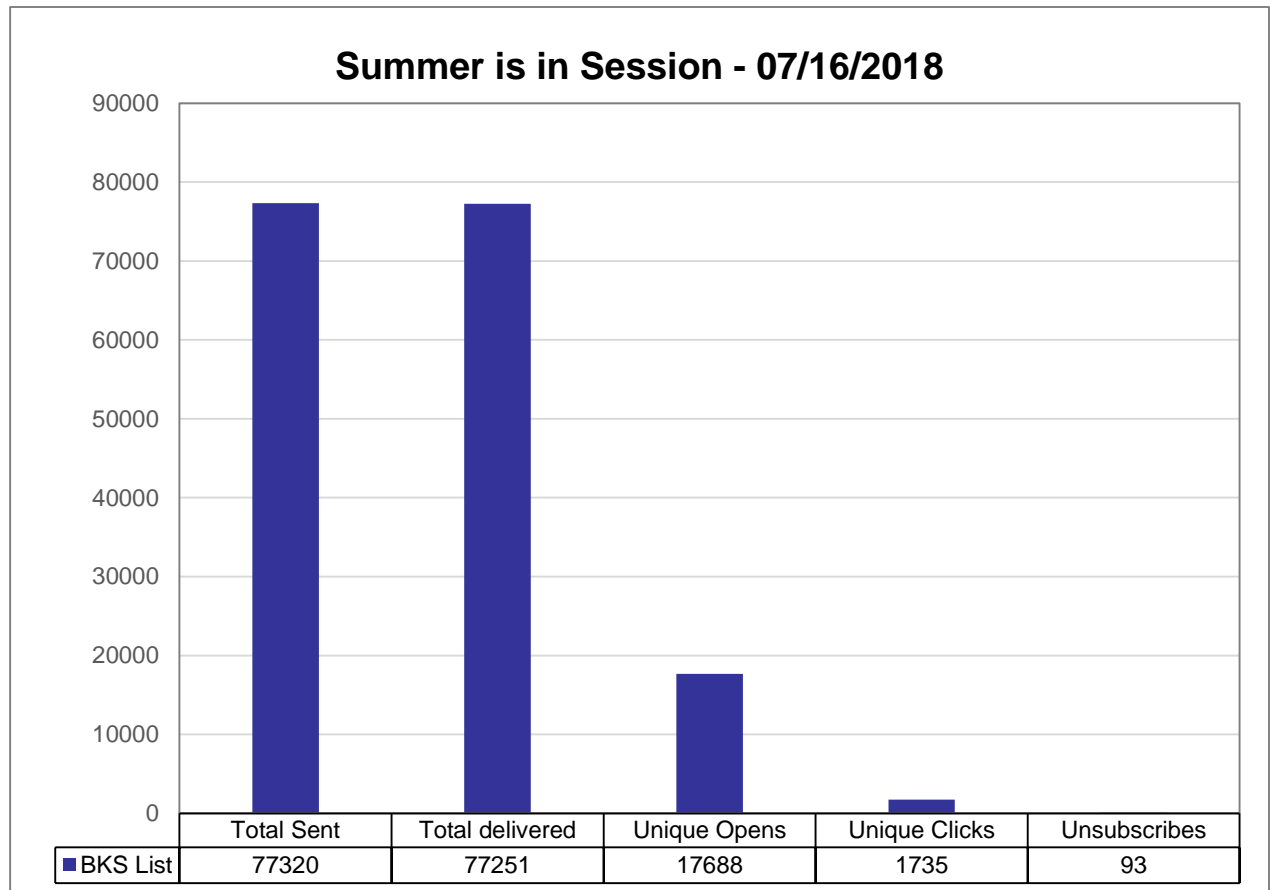
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Summer is in Session - 07/16/2018







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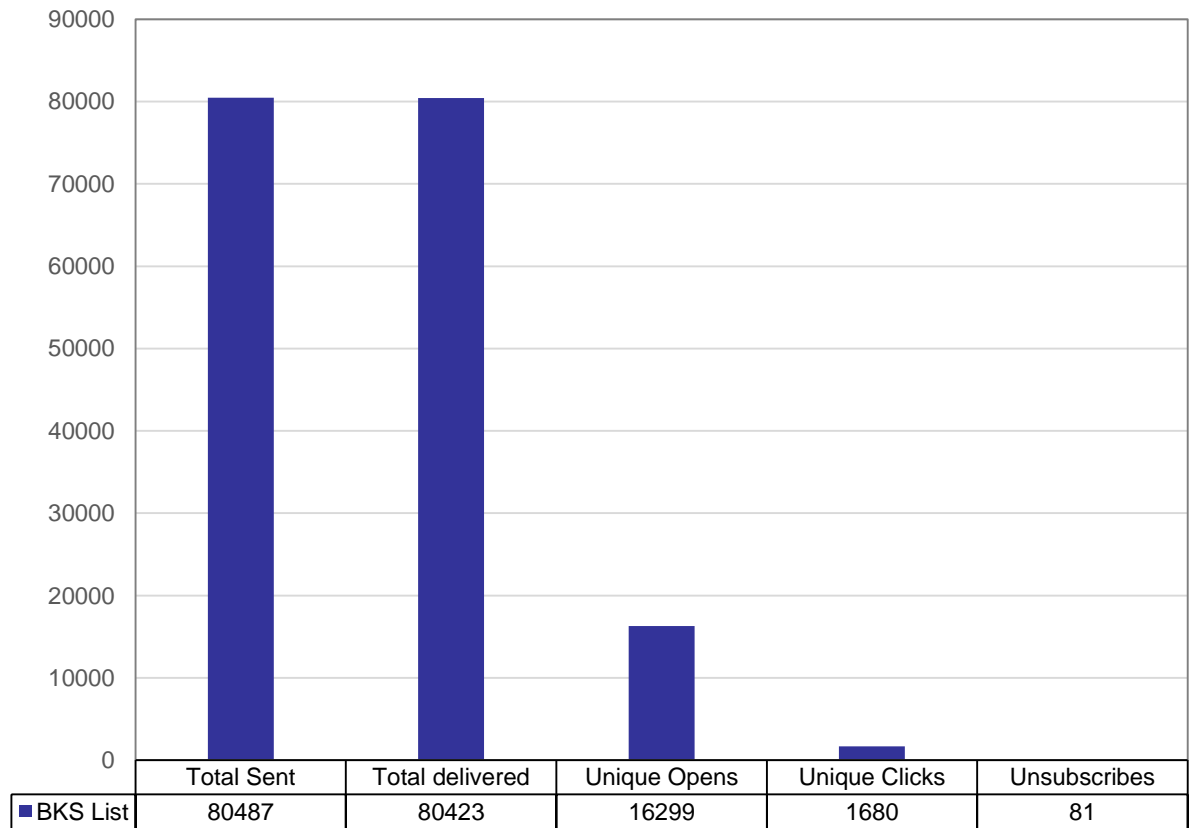
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Buy a Mac or iPad Pro. Get Beats. - 07/28/2018





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## Email Campaign Reports

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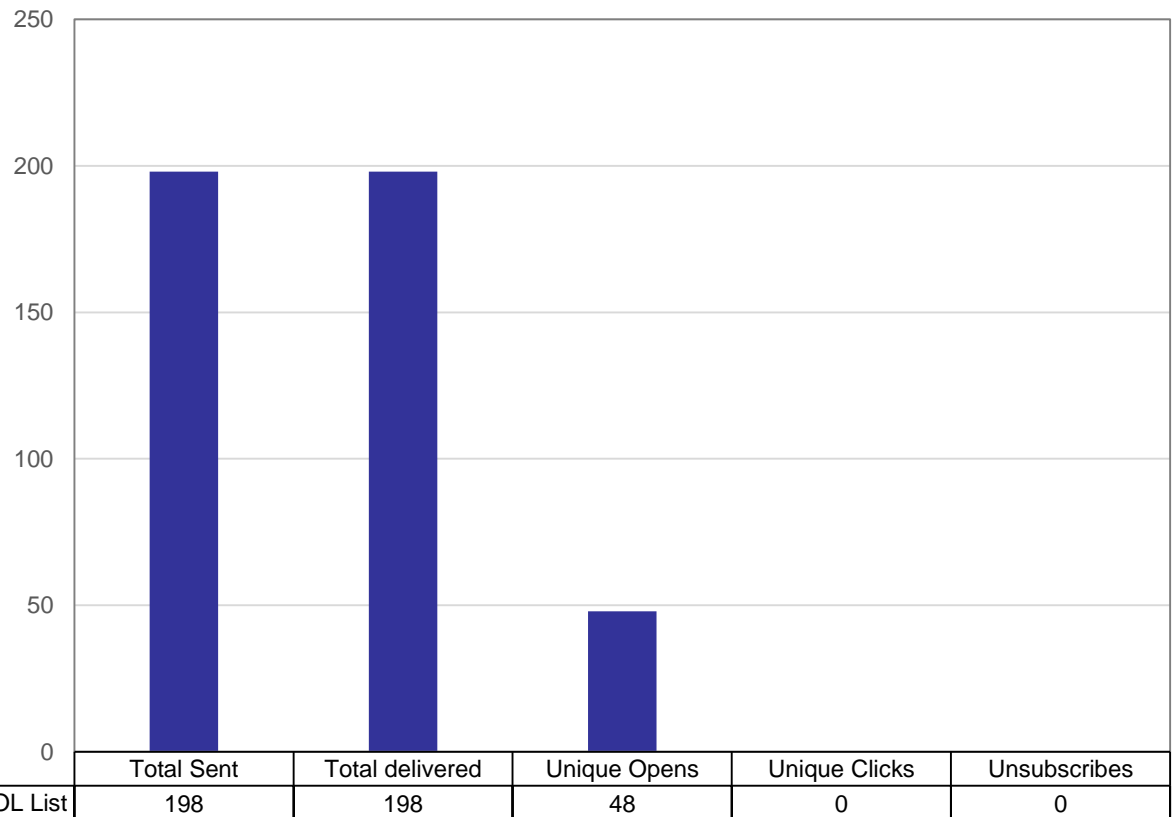
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On This Day In History - 07/03/2018





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## Email Campaign Reports

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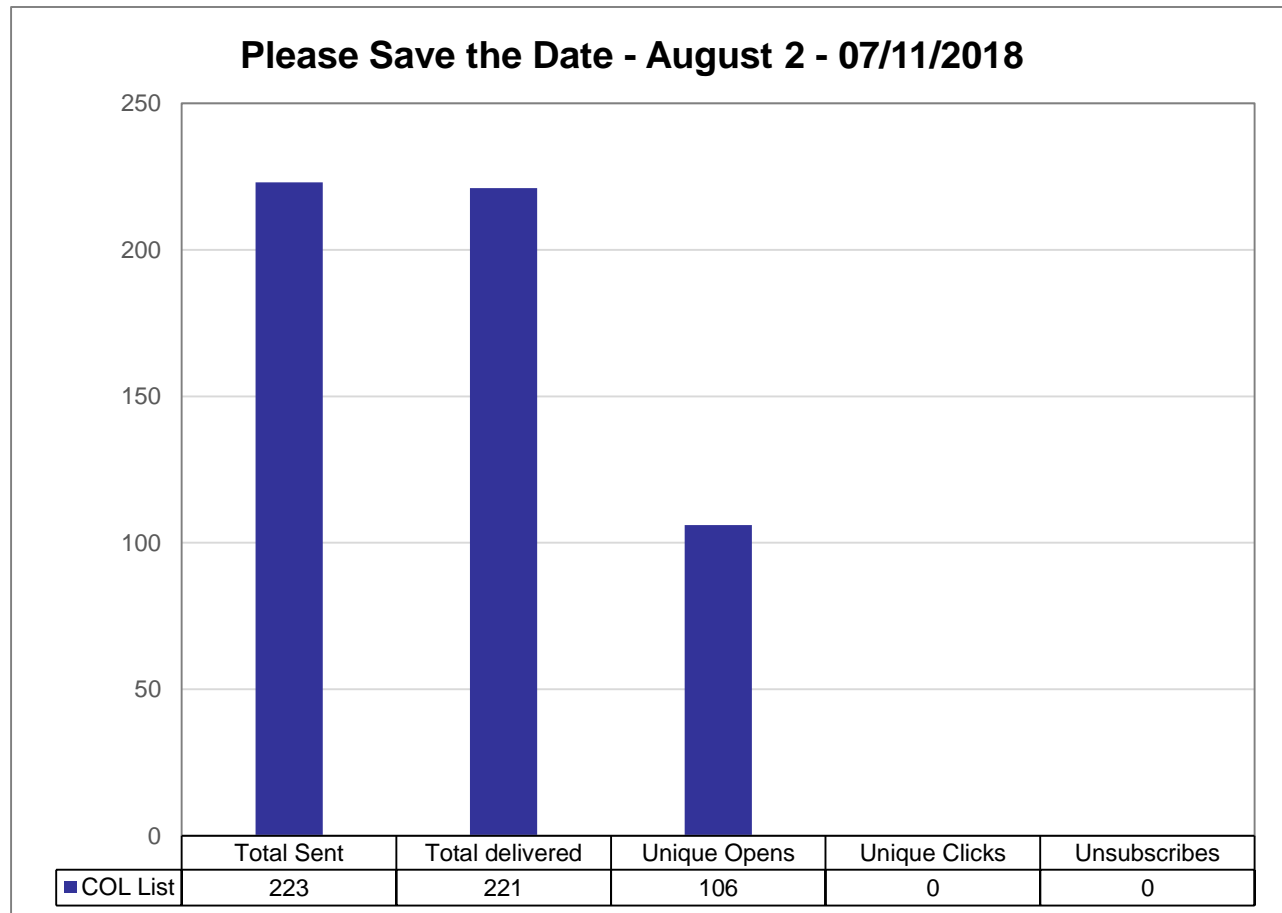
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Please Save the Date - August 2 - 07/11/2018





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## Email Campaign Reports

### July 2018

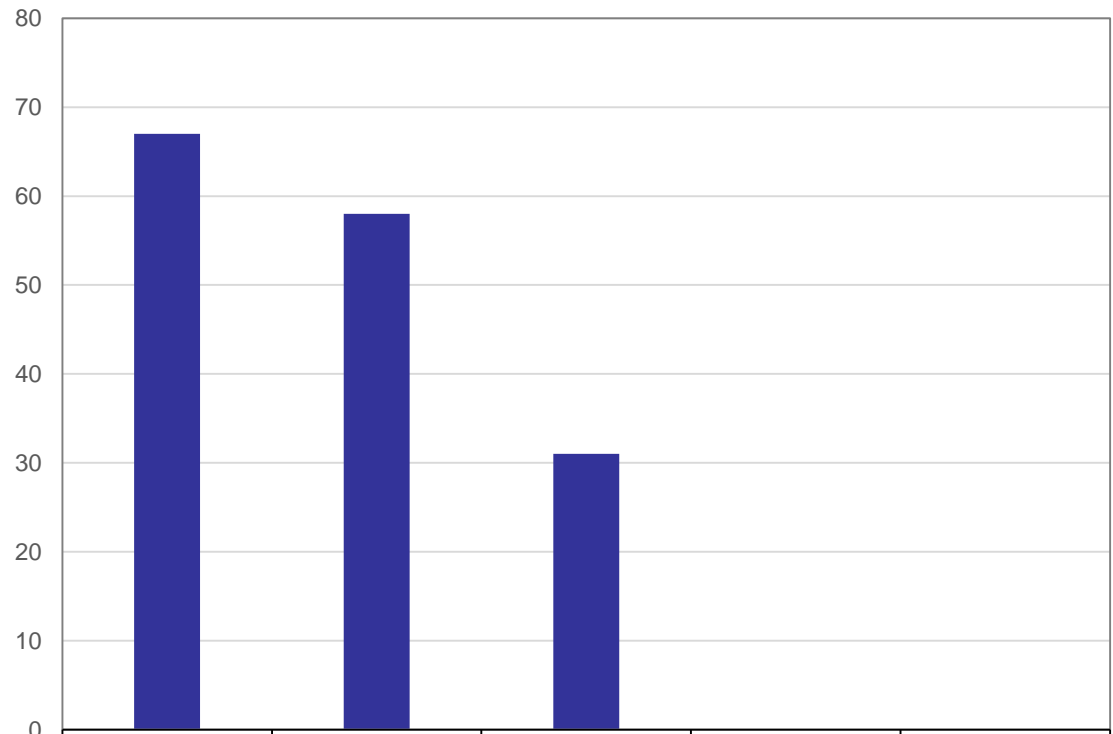
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Please Save the Date - August 2 - 07/11/2018



■ COL List	67	58	31	0	0
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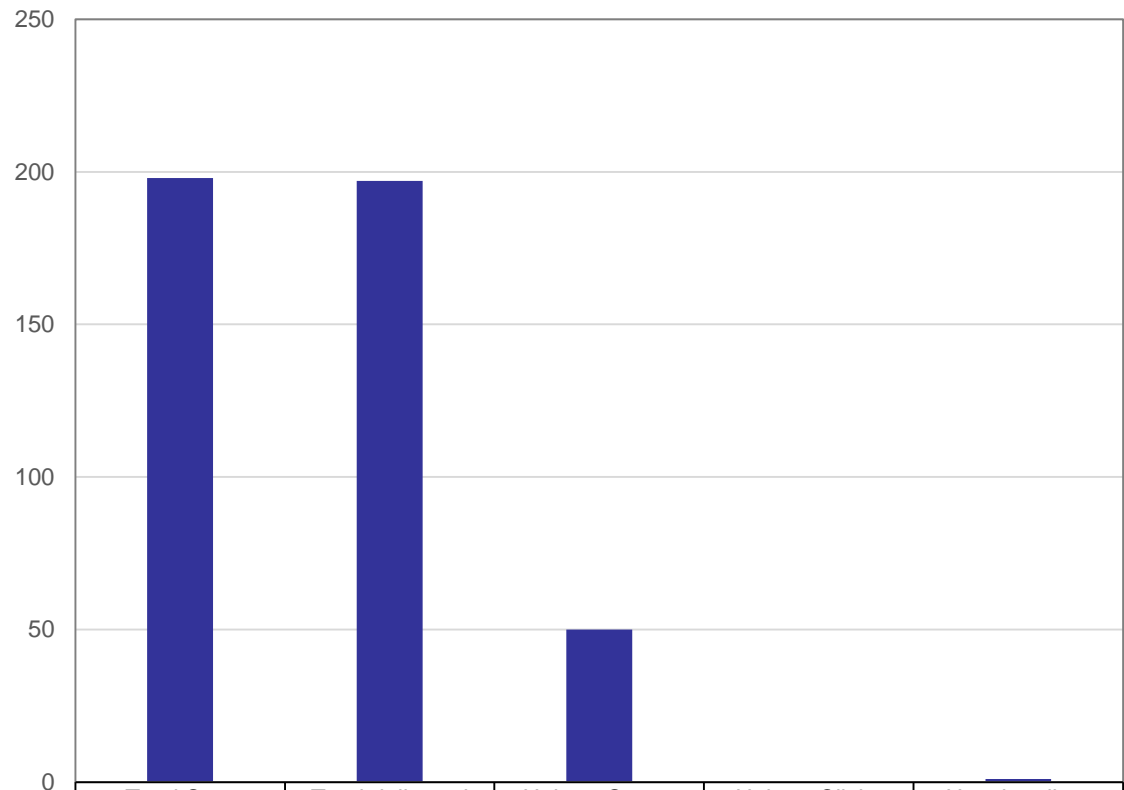
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On This Day In History - 07/12/2018



■ COL List	198	197	50	0	1
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## Email Campaign Reports

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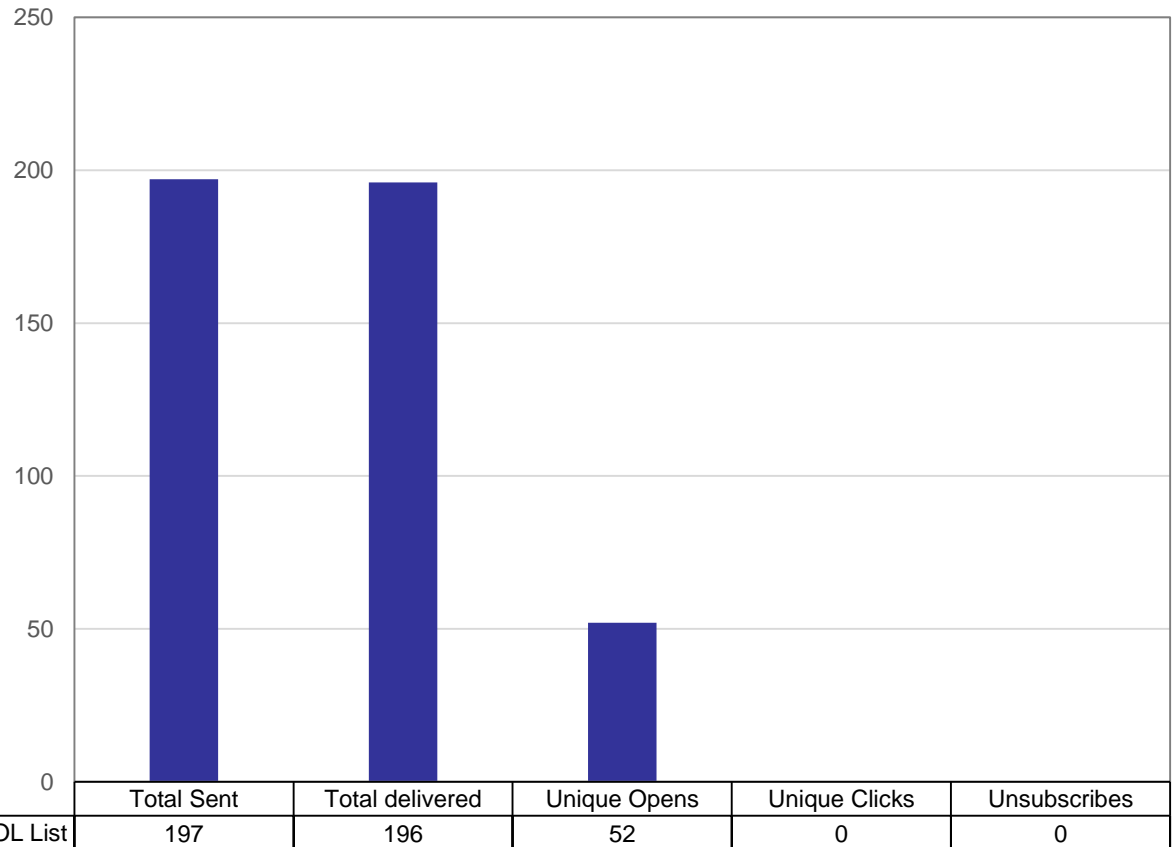
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On This Day In History - 07/20/2018





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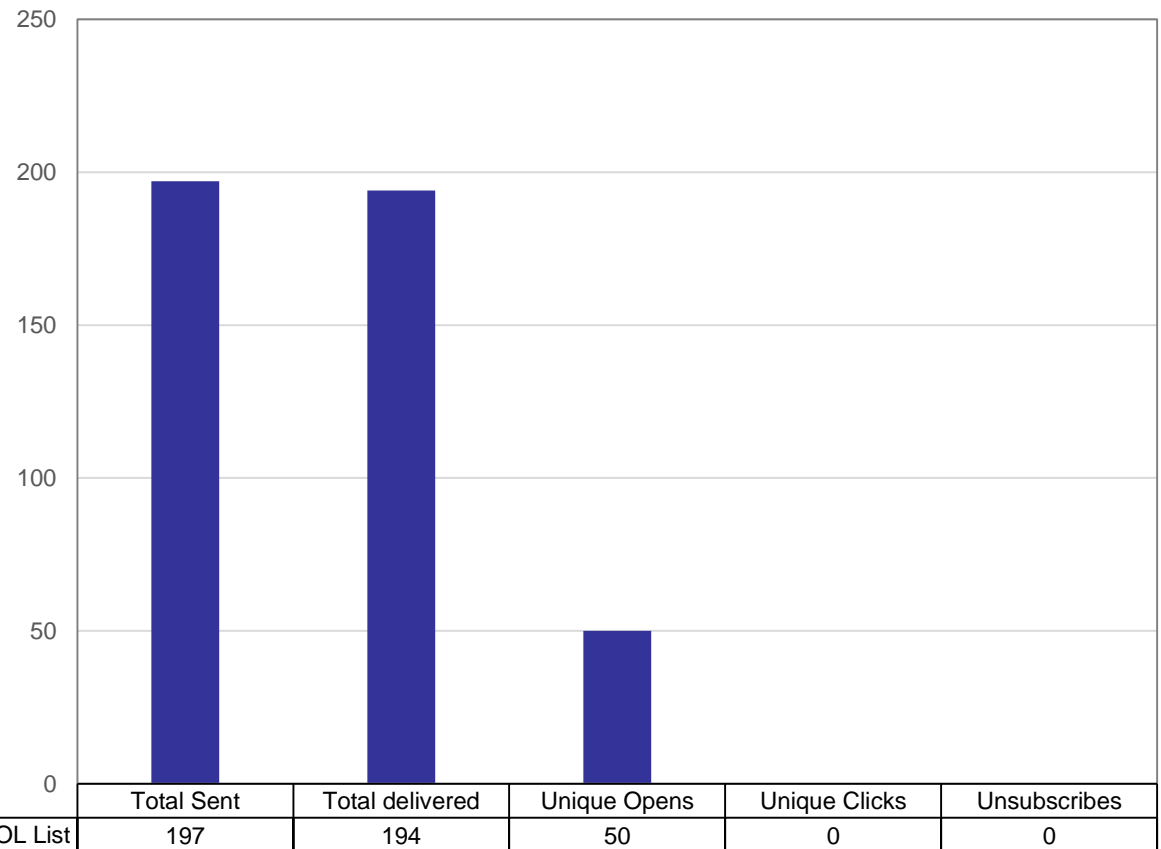
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On This Day In History - 07/23/2018





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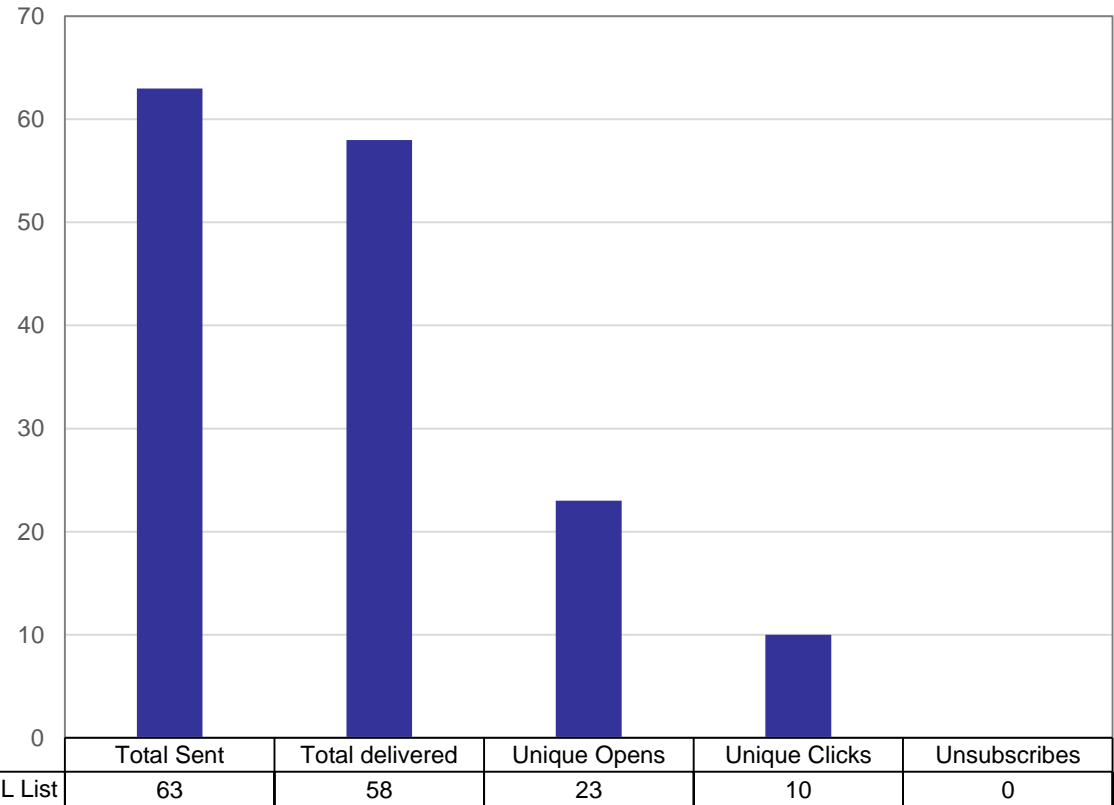
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LAMC Security Symposium - Please Register -  
07/25/2018







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## Email Campaign Reports

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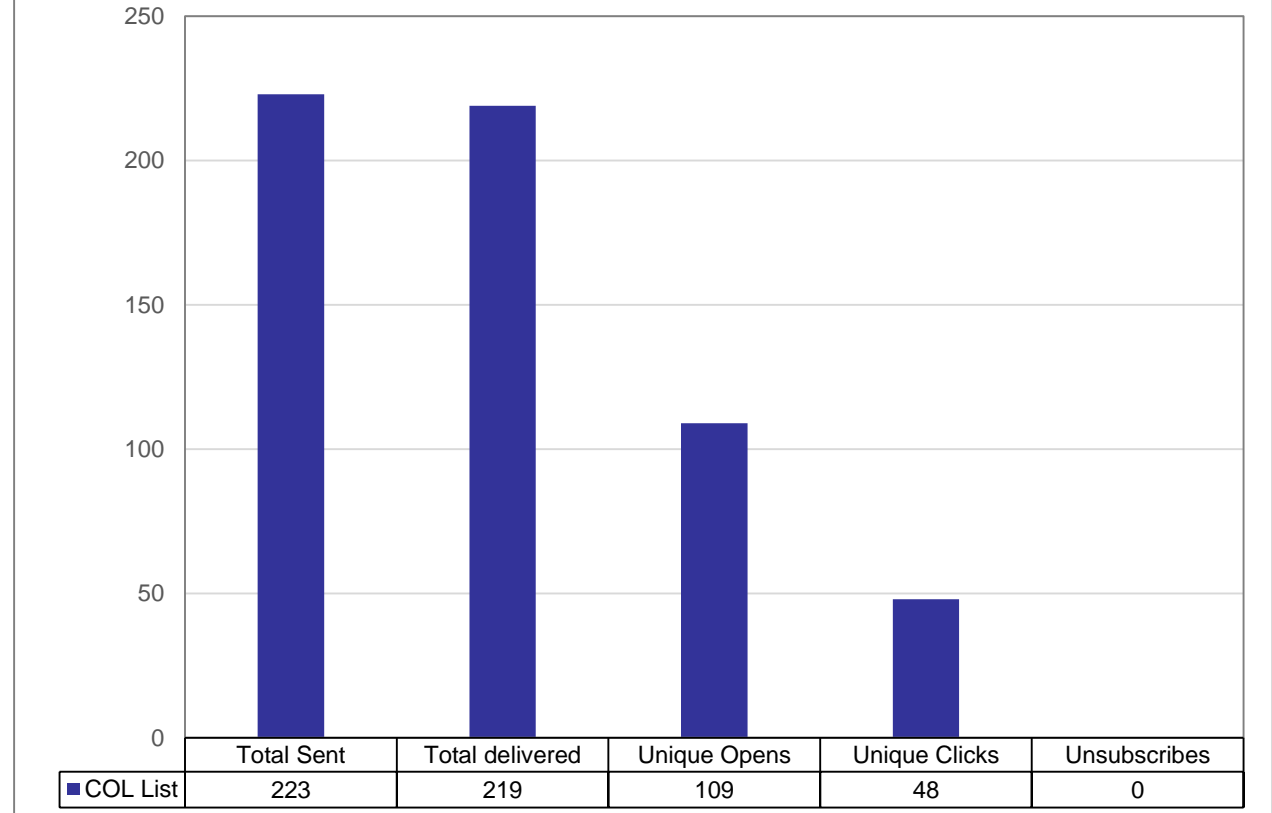
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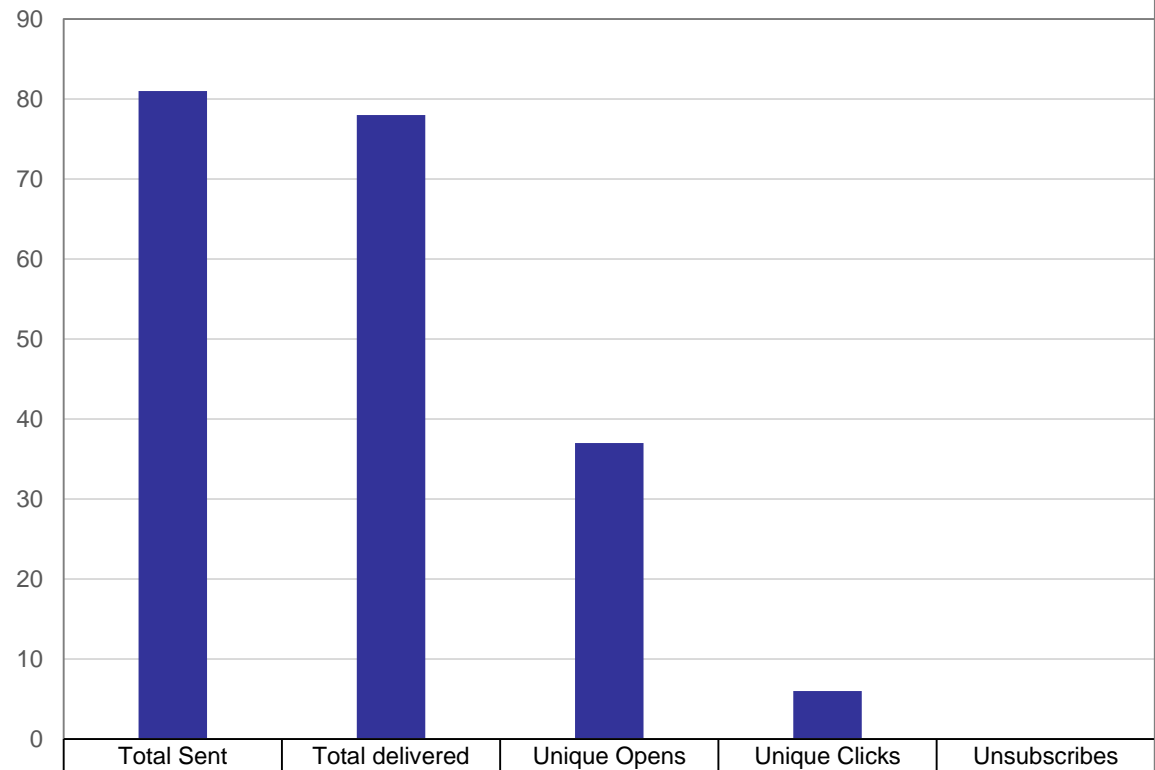
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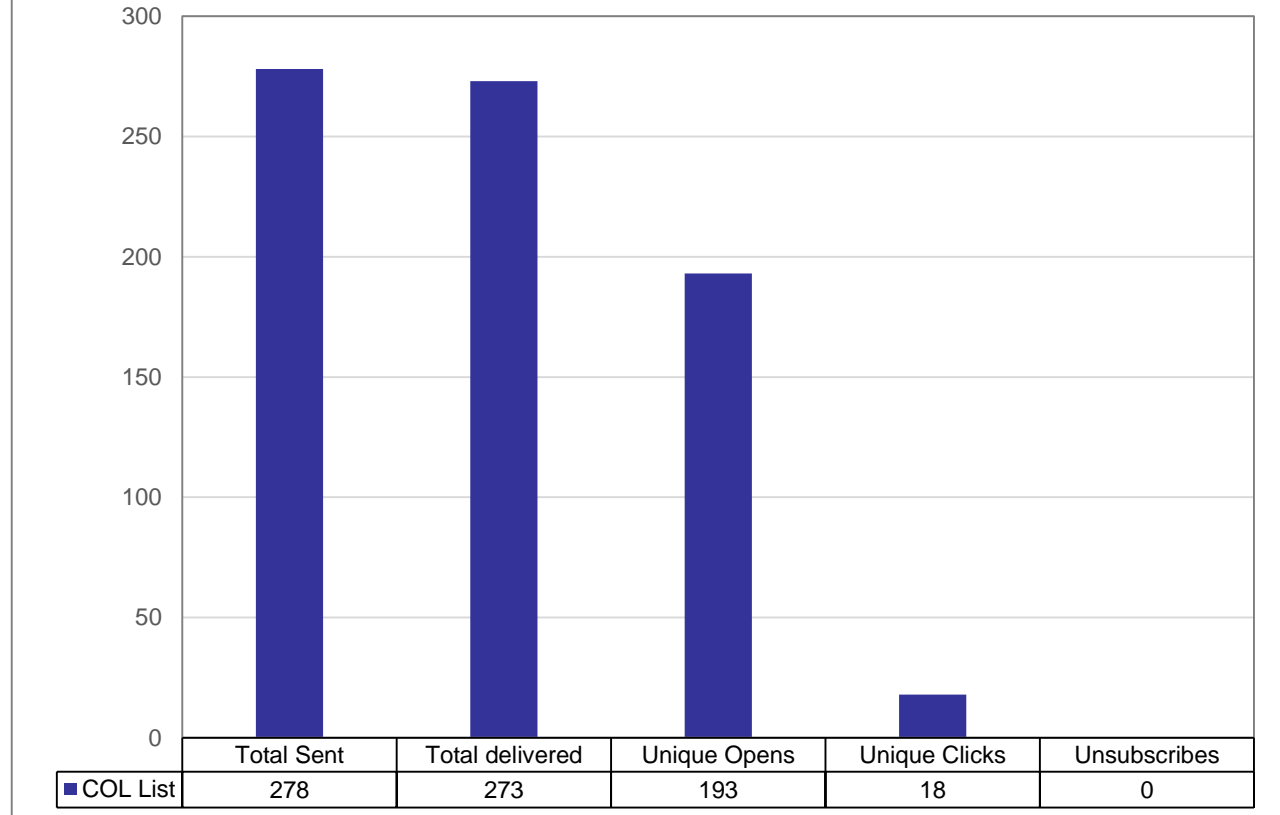
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## Email Campaign Reports

### July 2018

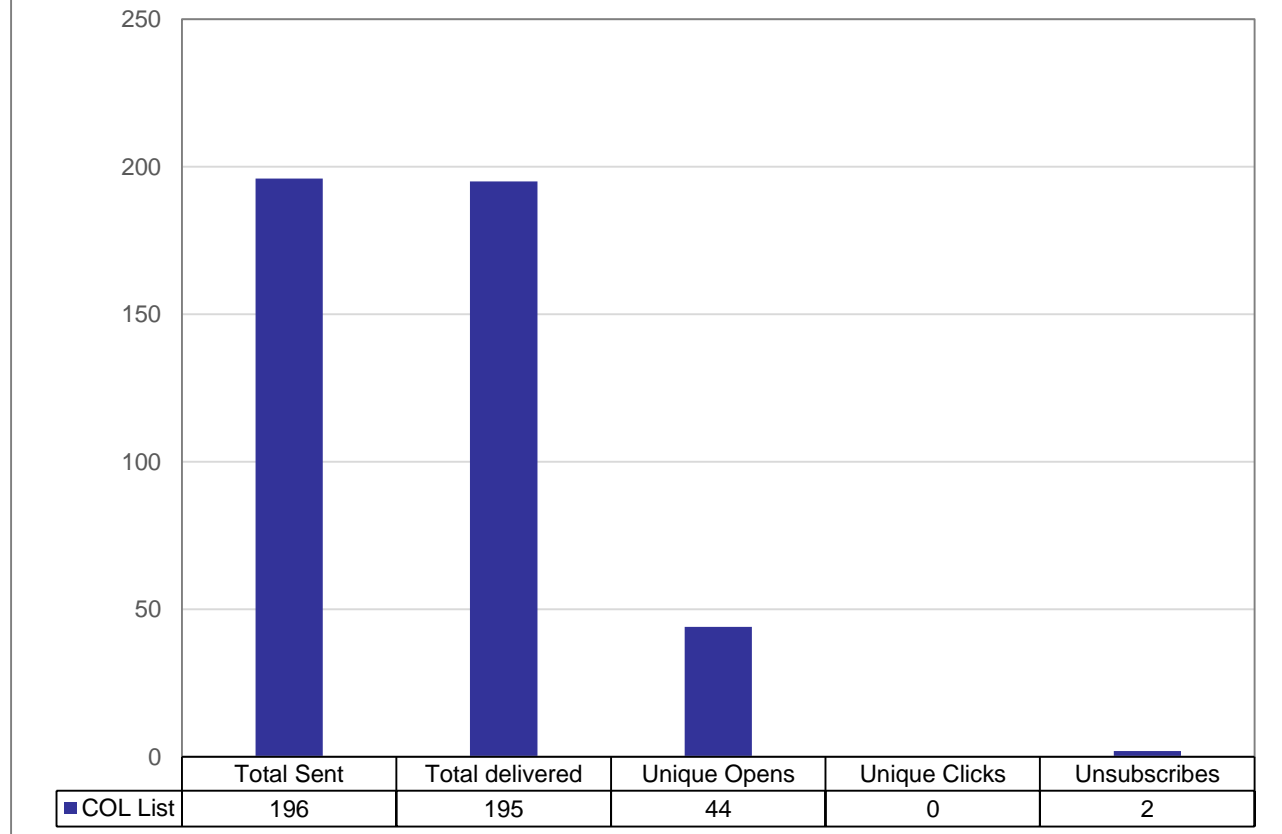
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On This Day In History at the Los Angeles Memorial Coliseum - 07/28/2018





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## Email Campaign Reports

### July 2018

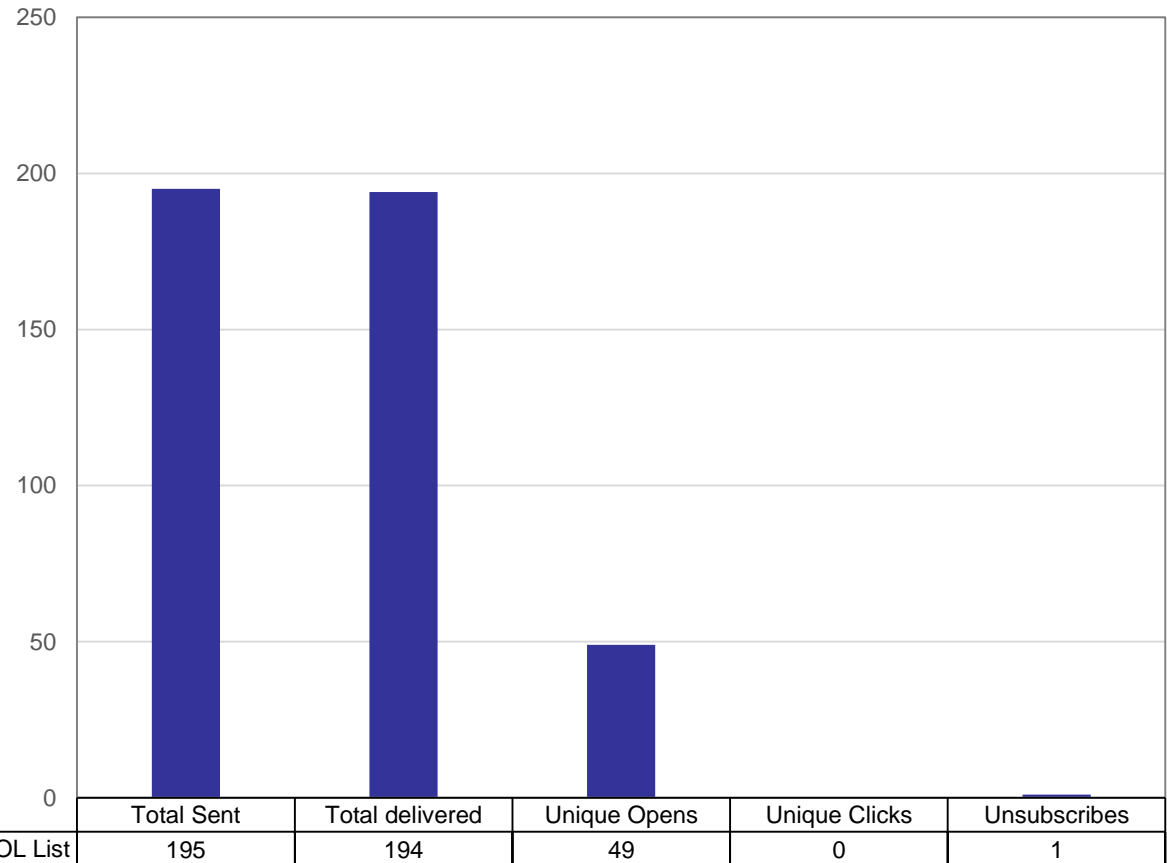
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On This Day In History - 07/28/2018





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### July 2018

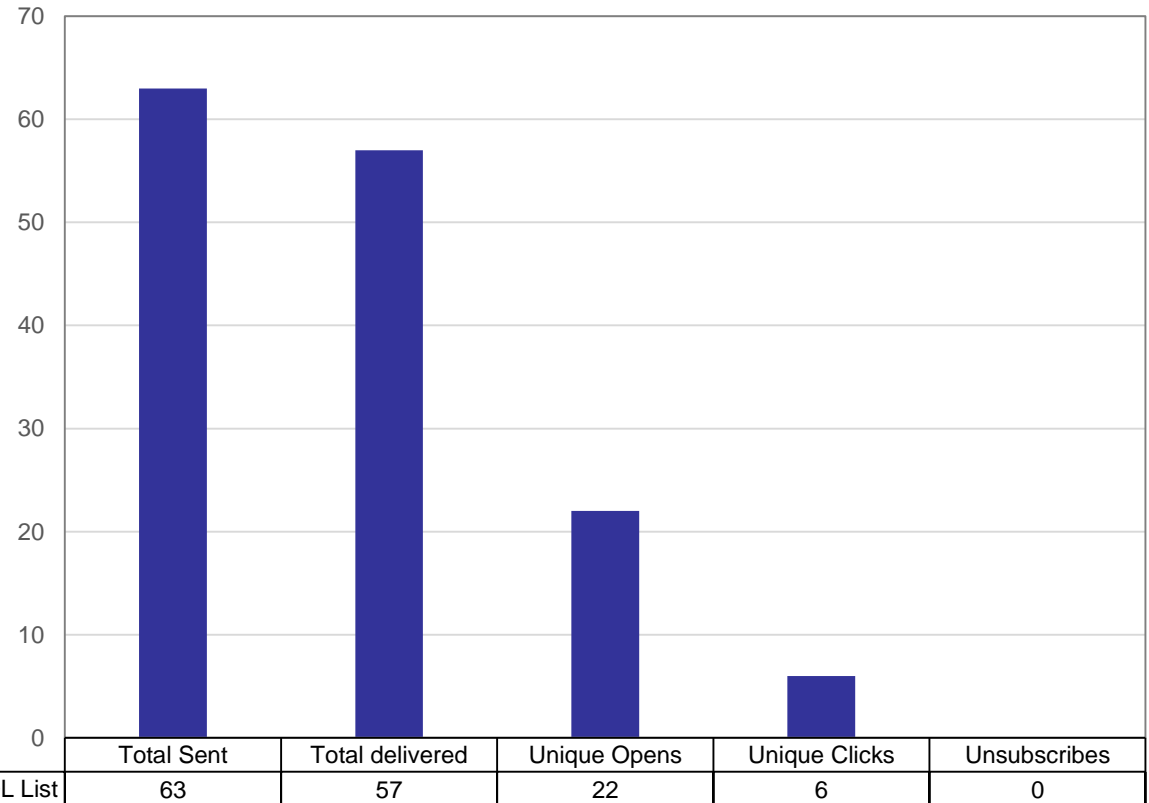
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LAMC Security Symposium - THIS THURSDAY AUG 2 -  
07/30/2018





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## Email Campaign Reports

### July 2018

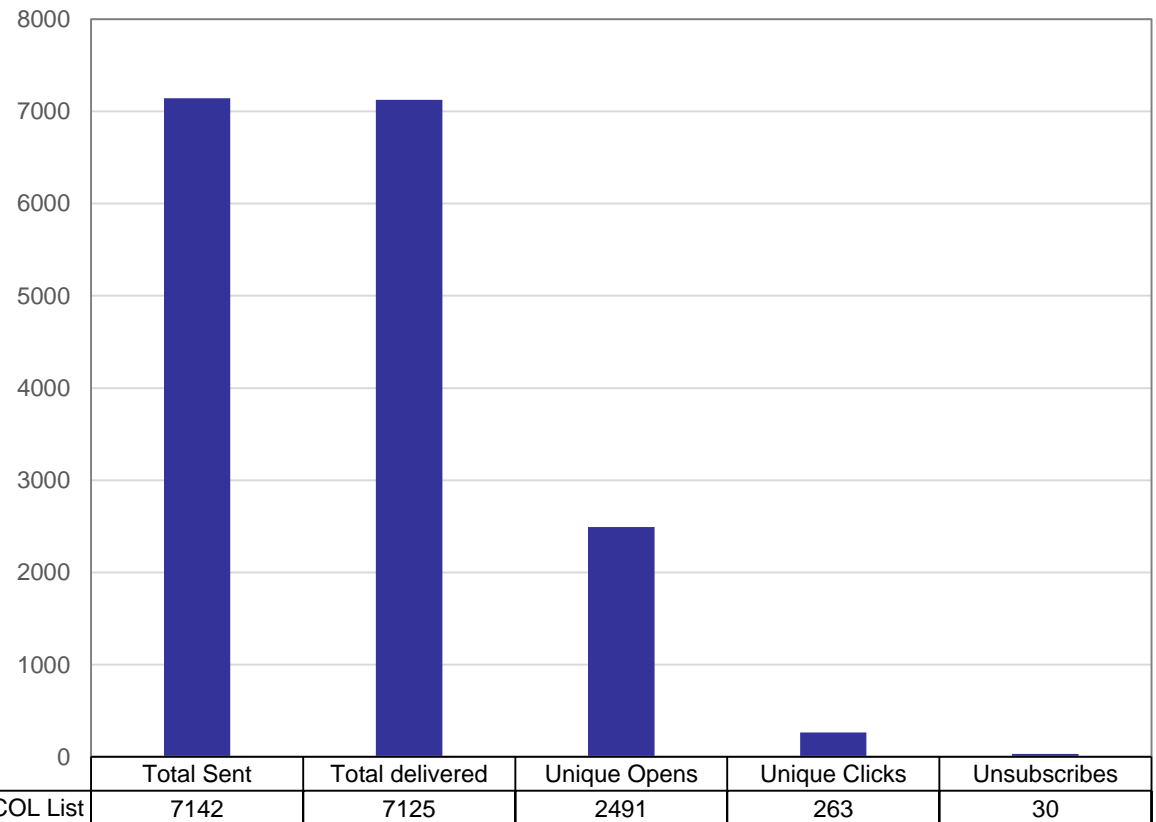
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#### LA COLISEUM PRESALE ALERT: SÚPER CLÁSICO! CLUB AMERICA VS CHIVAS SEPT. 09th - 07/30/2018





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### July 2018

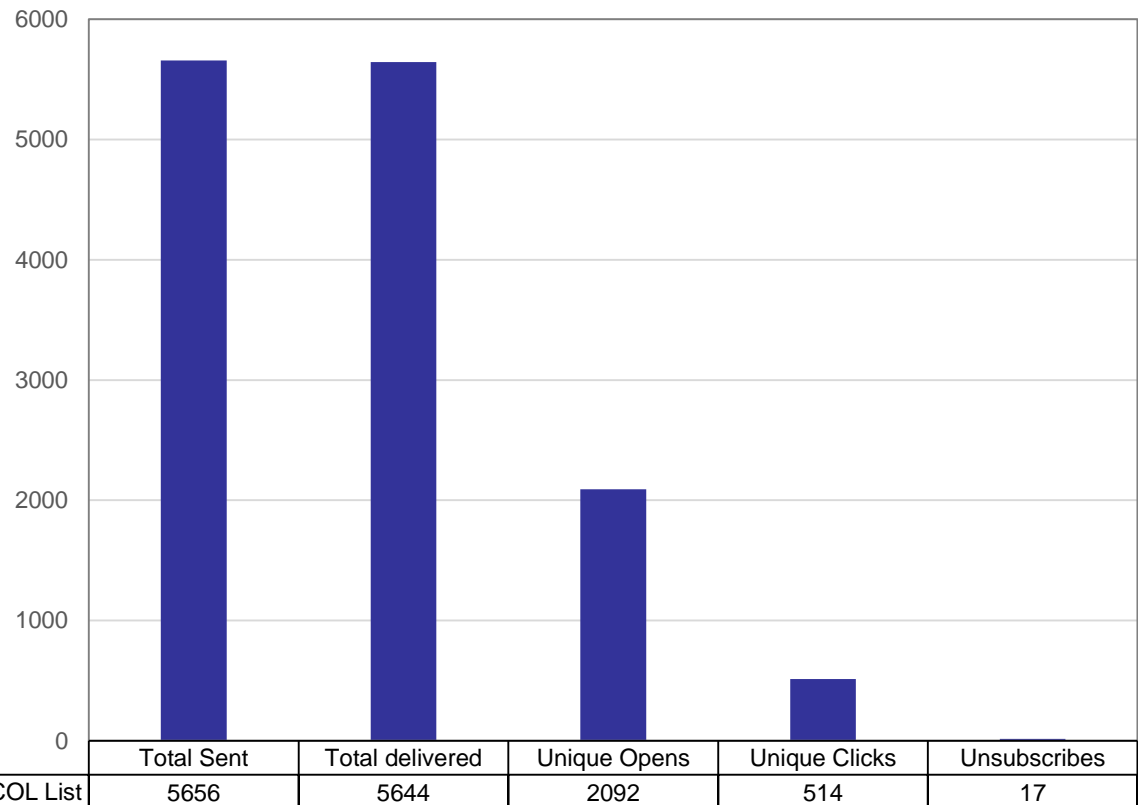
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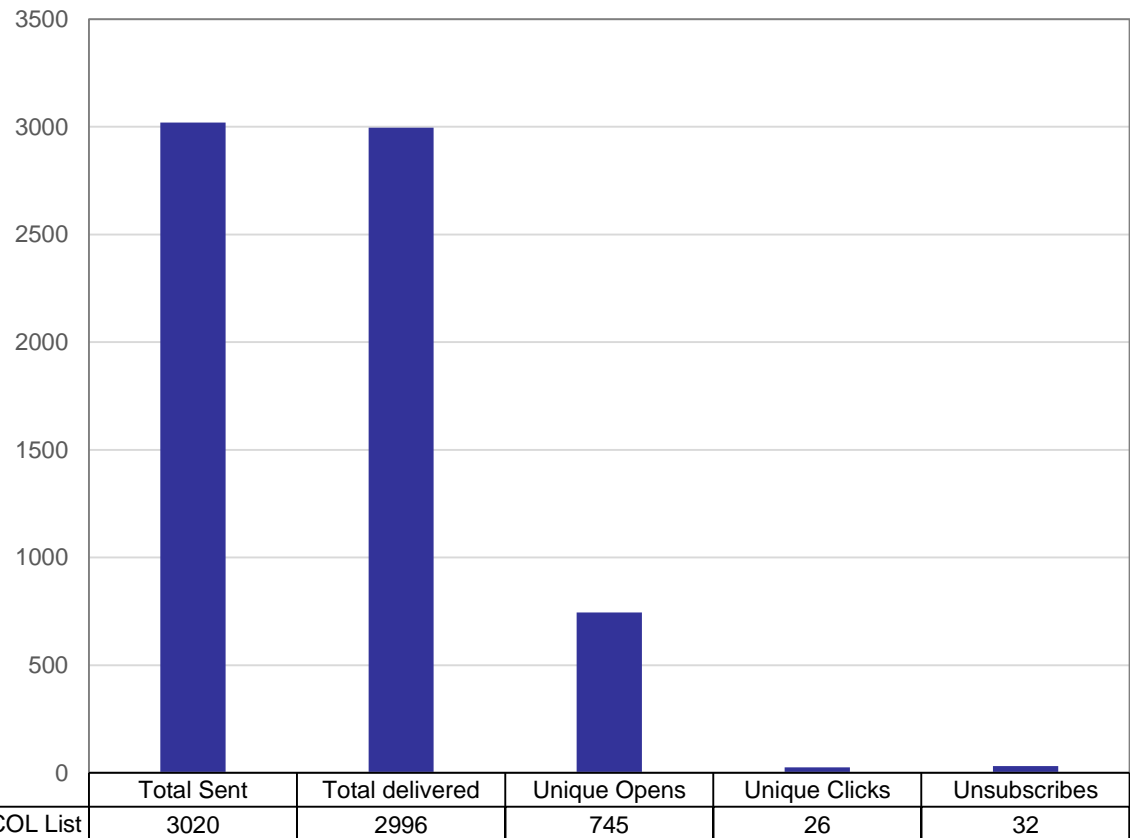
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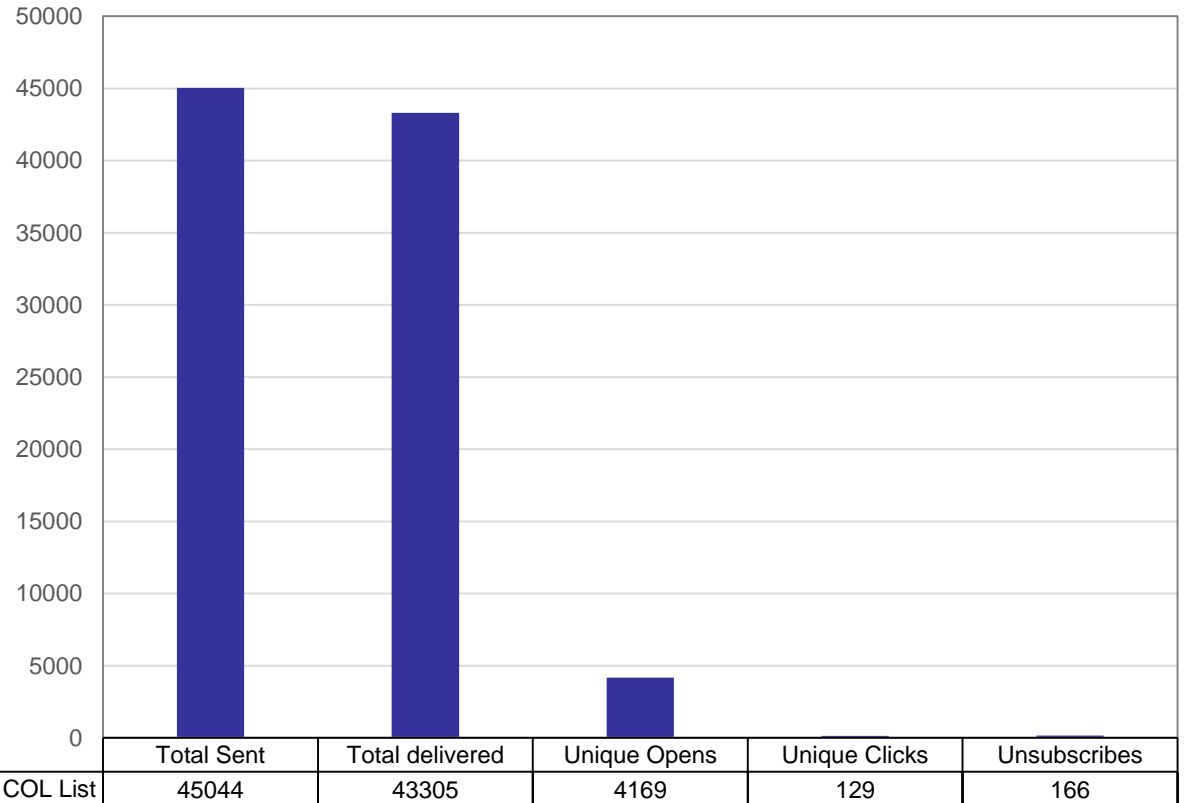
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### July 2018

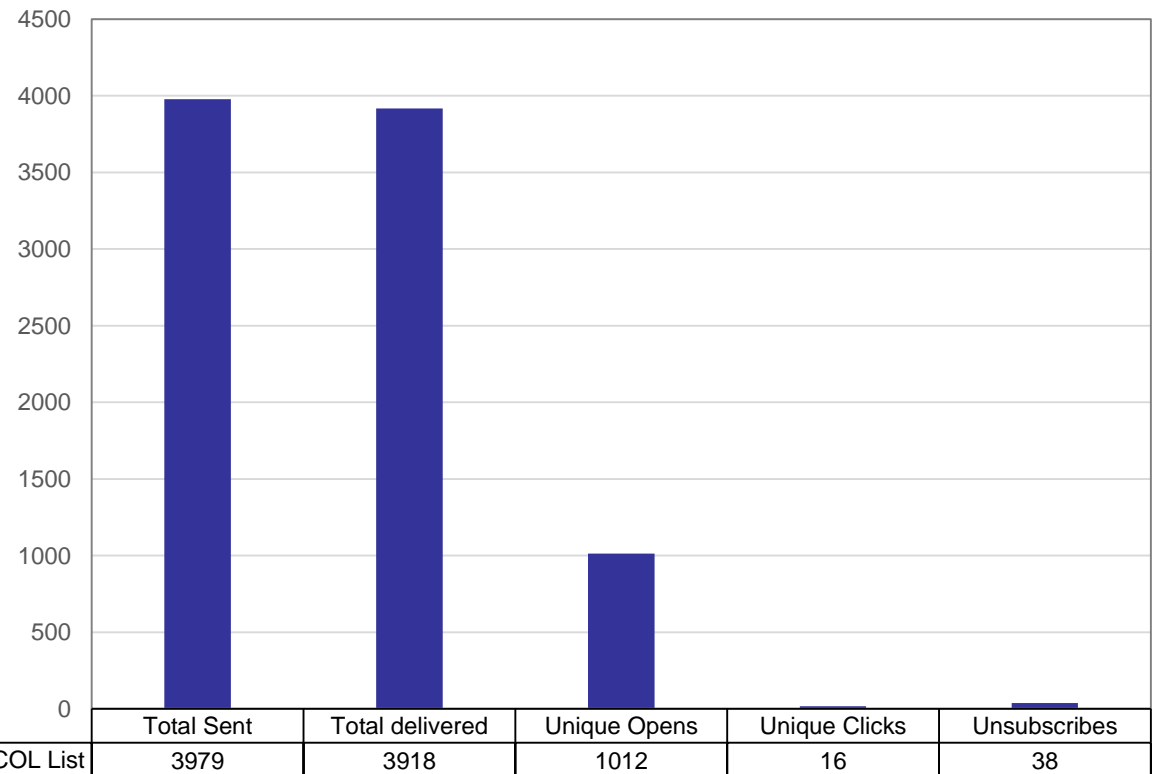
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## Email Campaign Reports

### July 2018

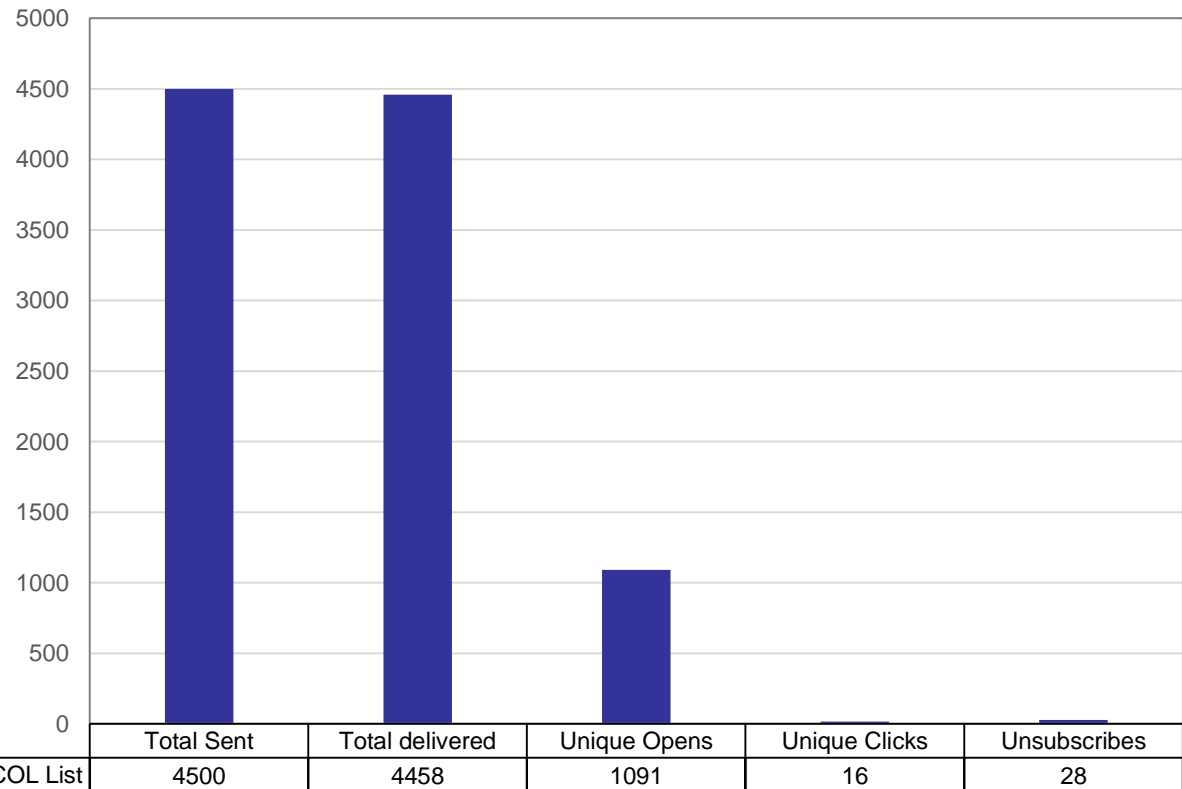
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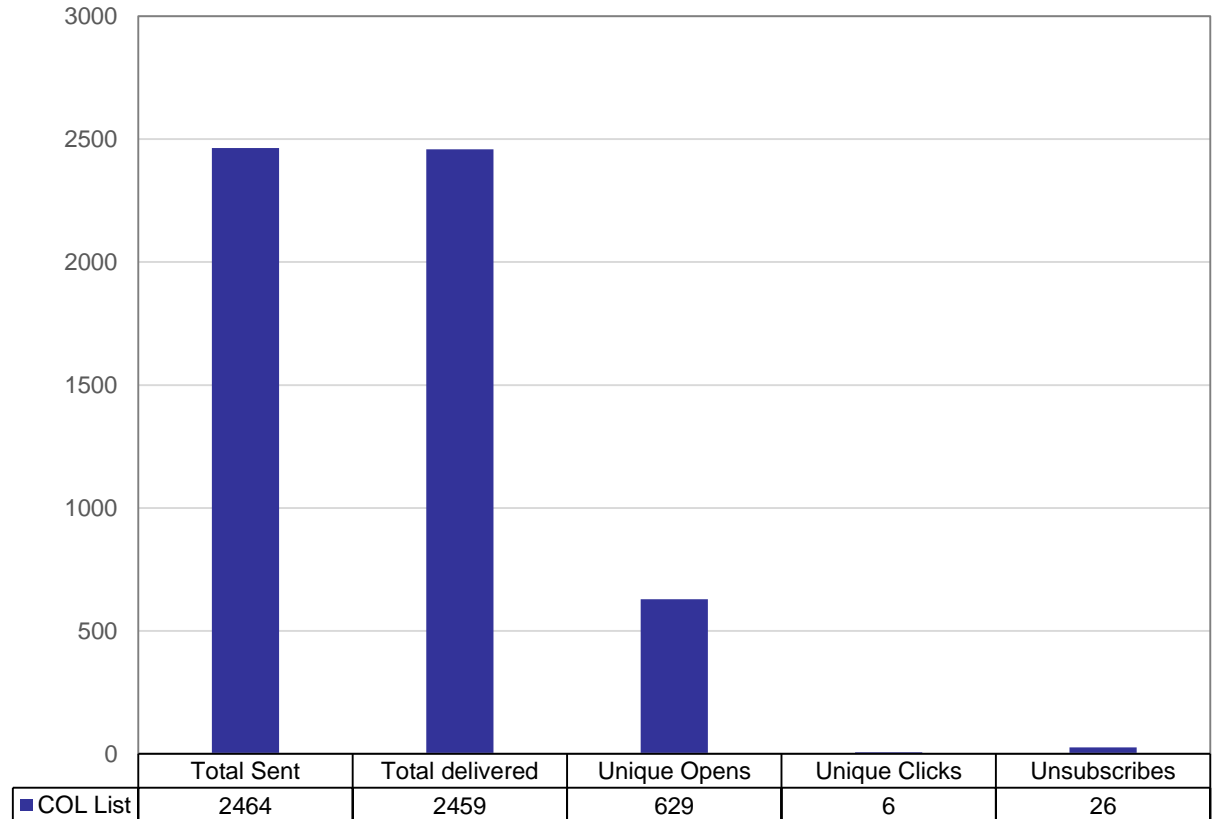
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### July 2018

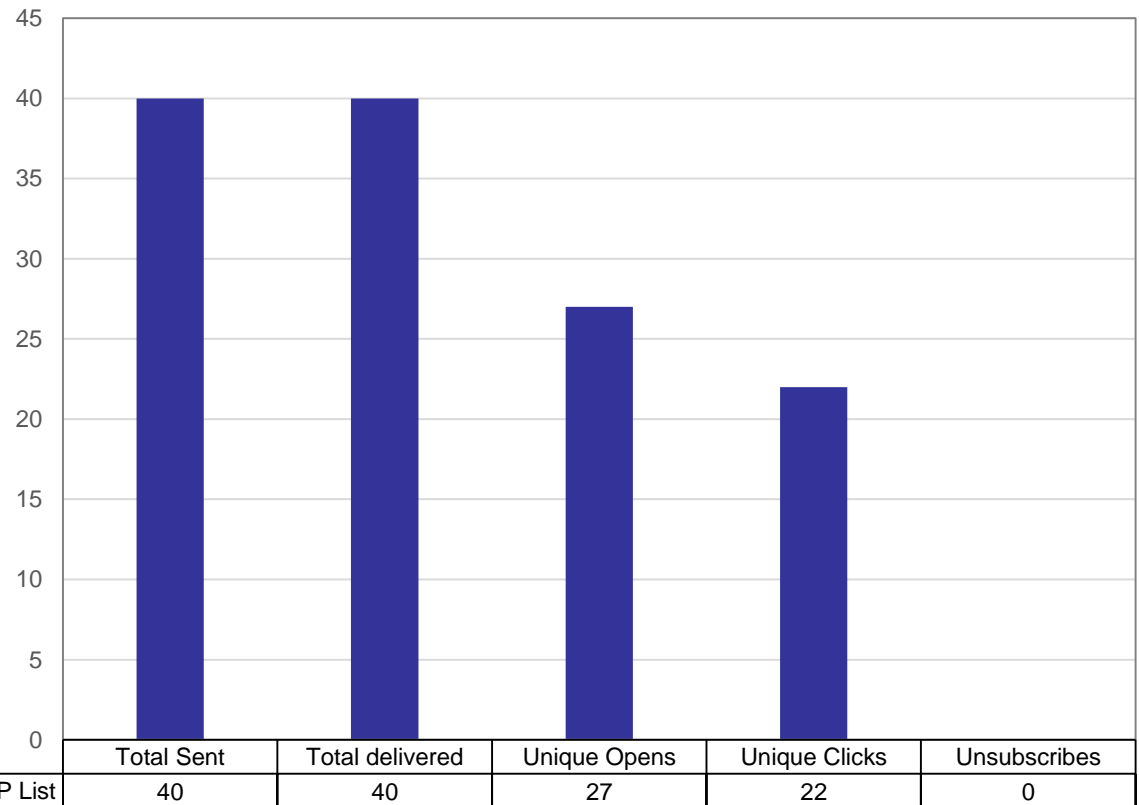
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#### Leadership Summer Summit Participation - PLEASE RESPOND TODAY!!! - 07/02/2018





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## Email Campaign Reports

### July 2018

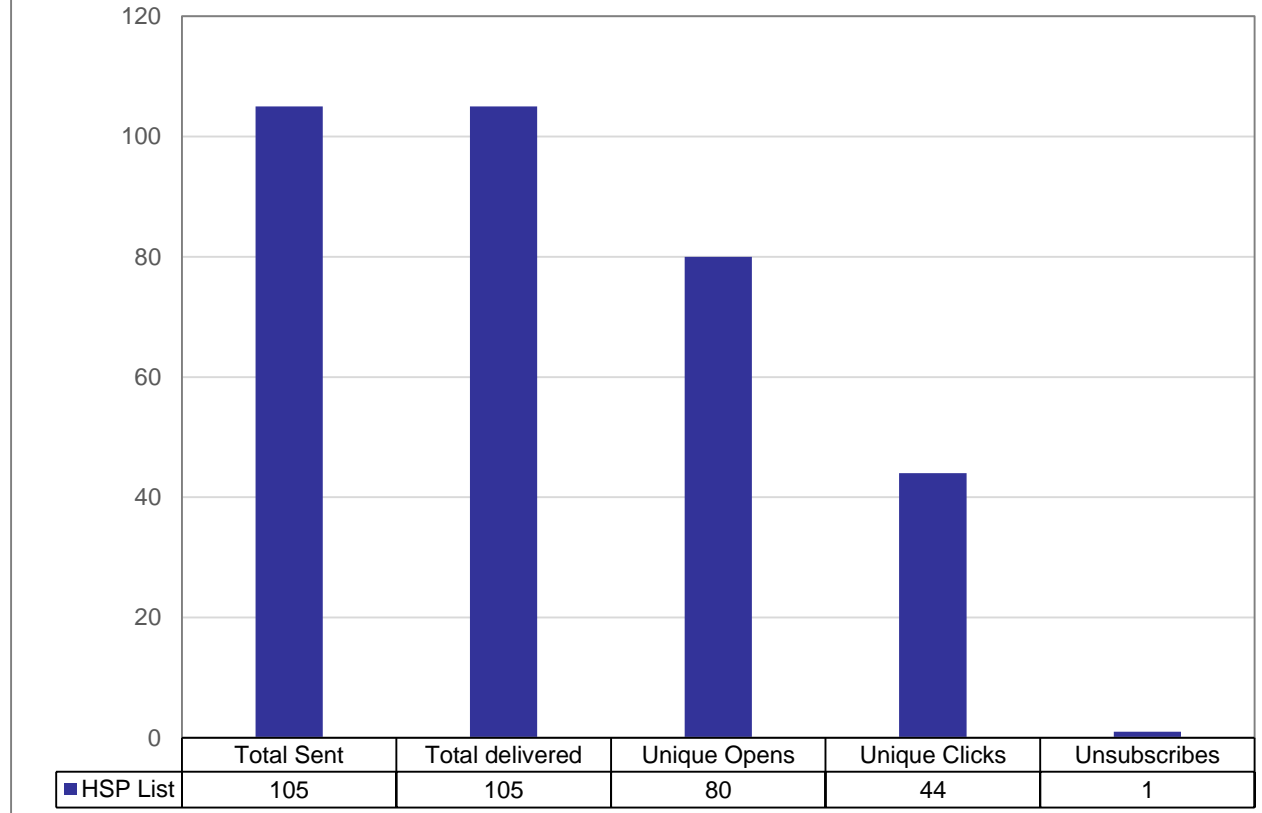
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#### You're Confirmed for Leadership Summer Summit \*\*Important Info\*\* - 07/05/2018





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## Email Campaign Reports

### July 2018

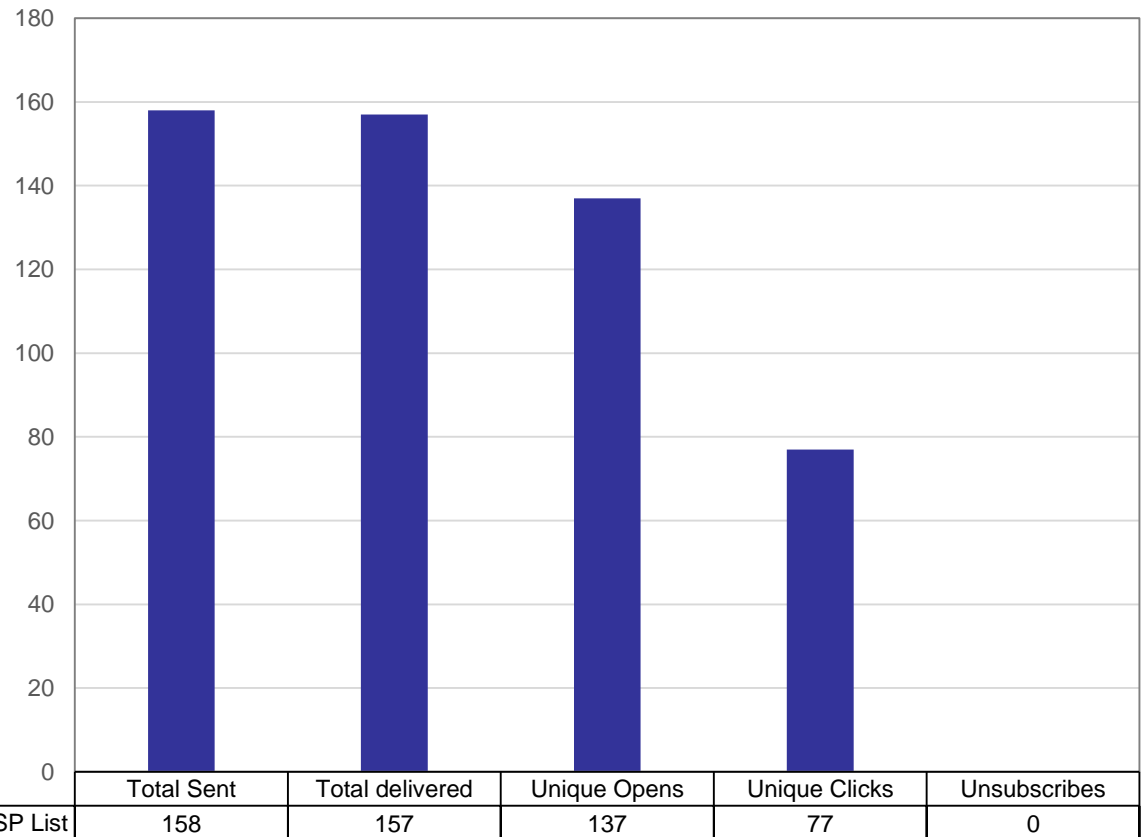
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## Email Campaign Reports

### July 2018

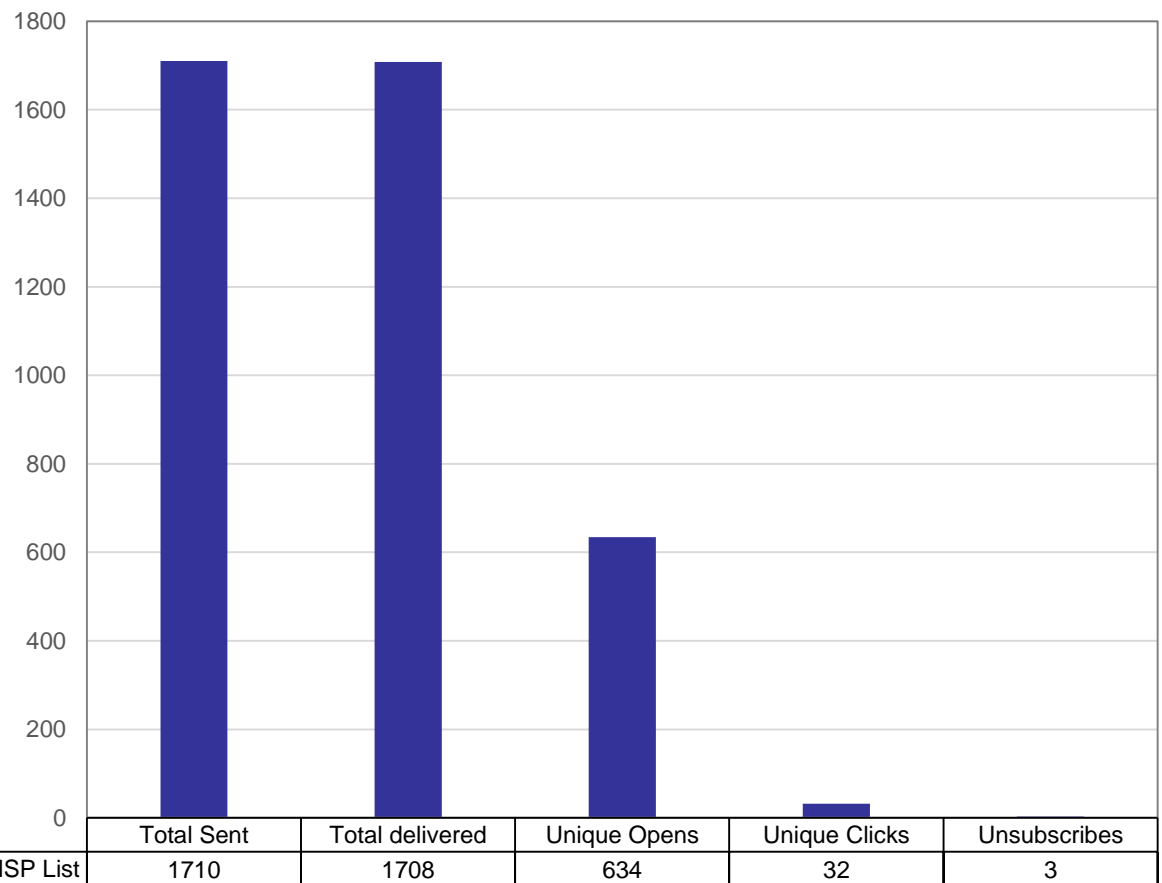
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#### Upcoming Events at the University Club - 07/05/2018





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## Email Campaign Reports

### July 2018

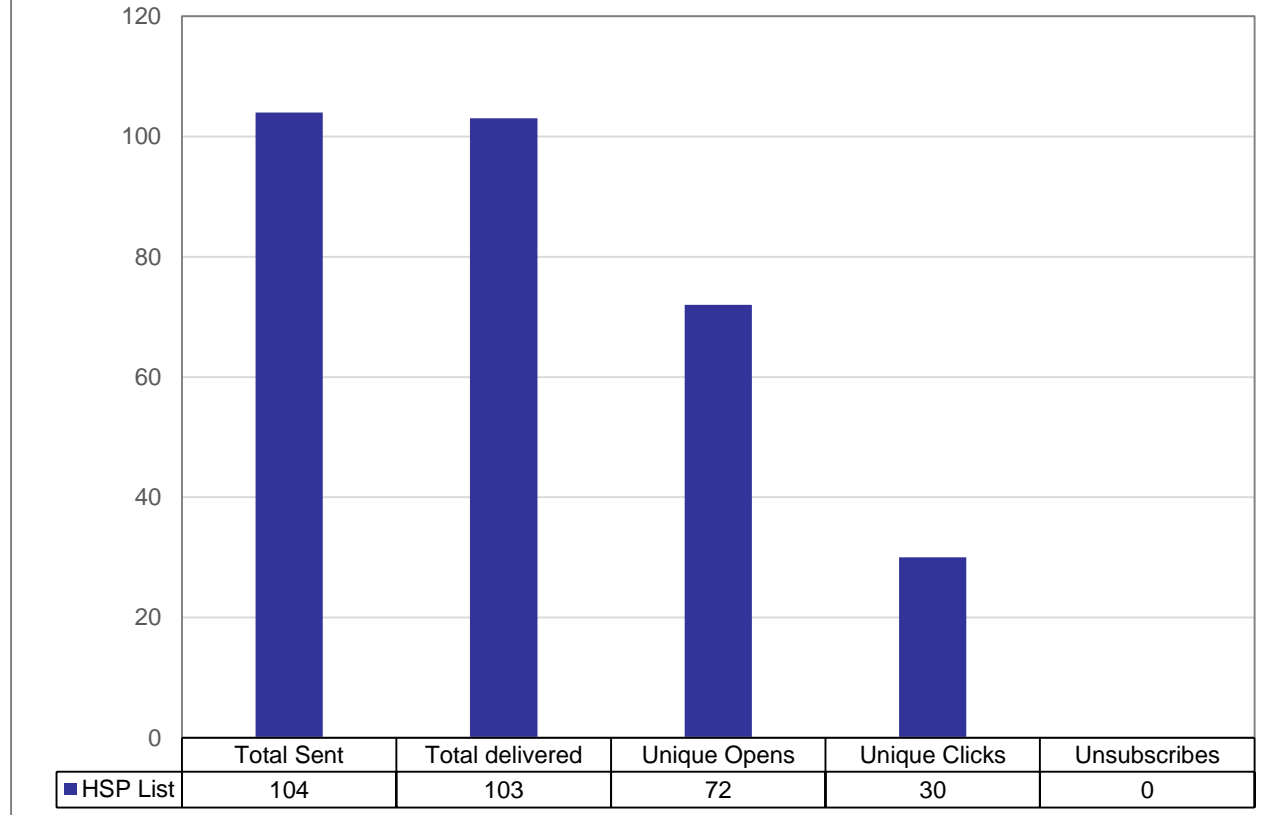
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Countdown to Leadership Summer Summit \*\*Final  
Details\*\* - 07/06/2018





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## Email Campaign Reports

### July 2018

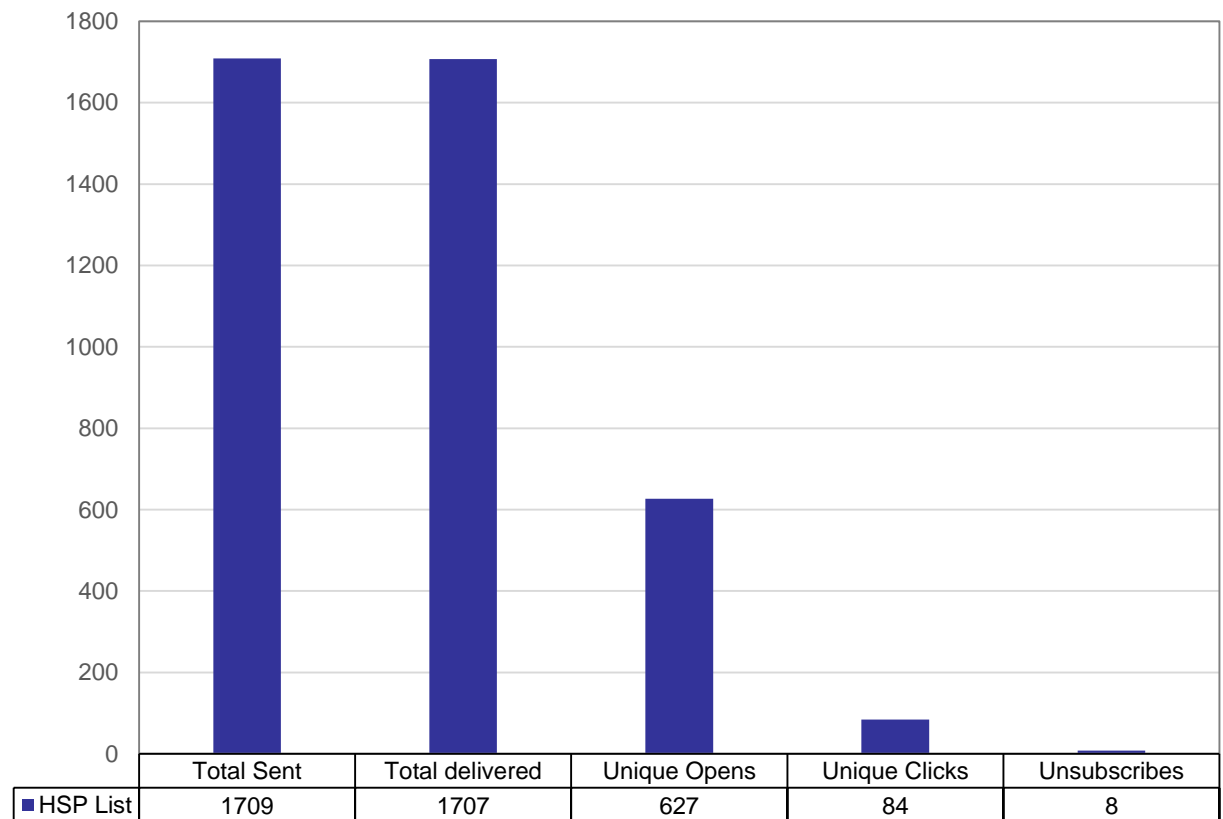
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Summer Update - July 9, 2018 - 07/09/2018





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## Email Campaign Reports

### July 2018

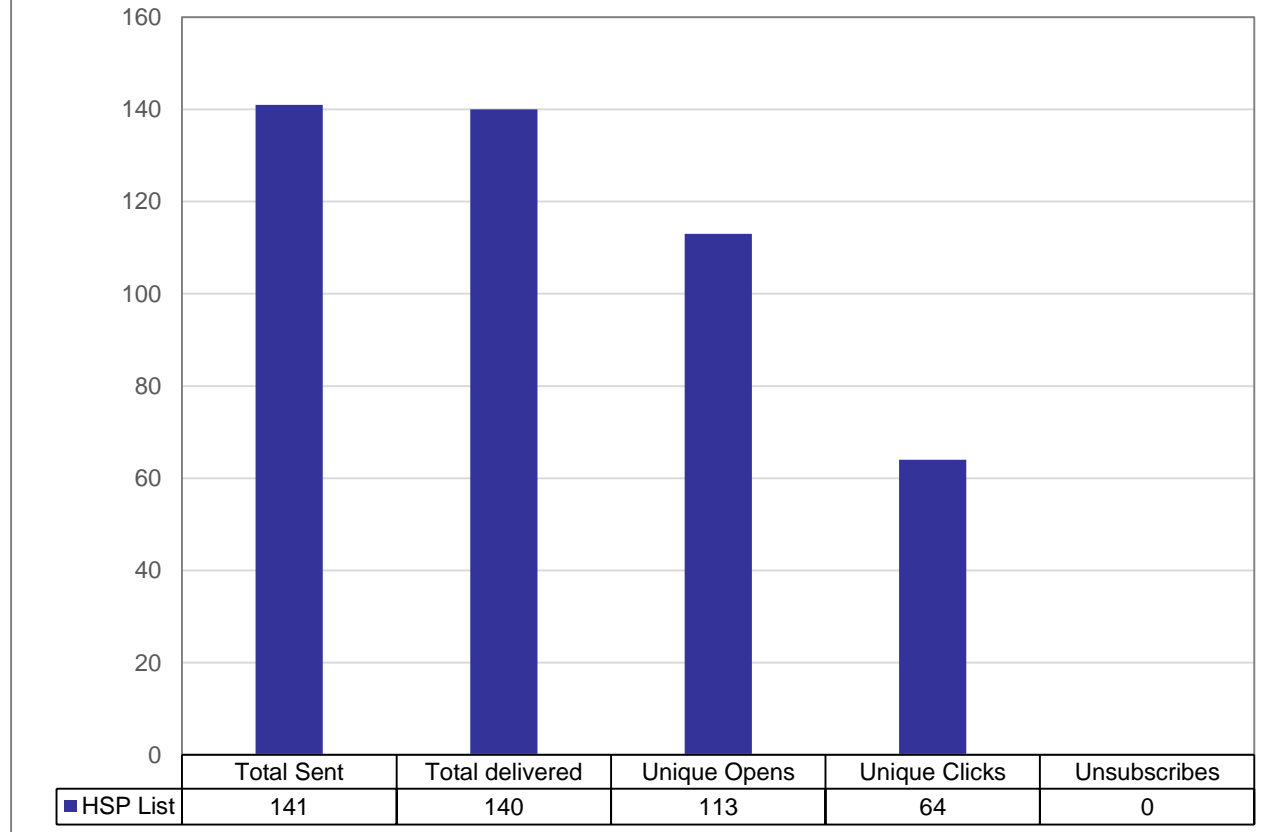
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Countdown to Leadership Summer Summit \*\*Final  
Details\*\* - 07/10/2018





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## Email Campaign Reports

### July 2018

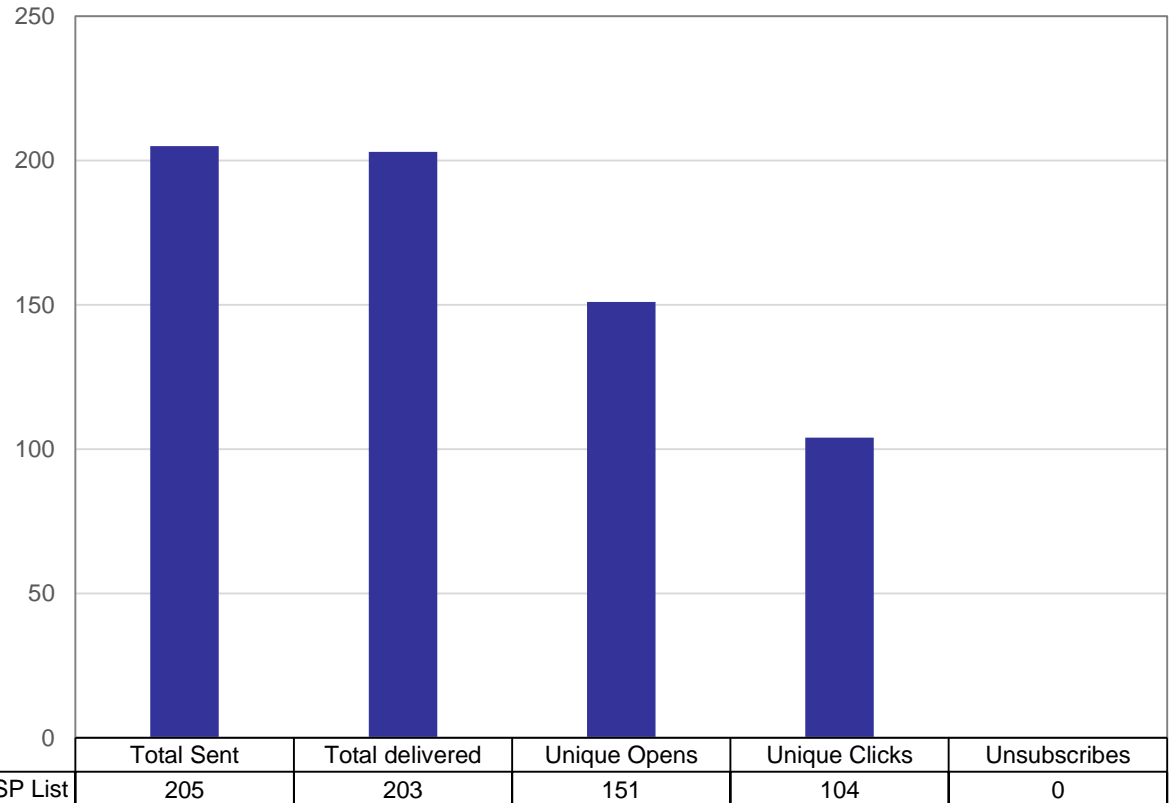
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**Leadership Summer Summit – We want to hear from you!**  
**- 07/23/2018**





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## Email Campaign Reports

### July 2018

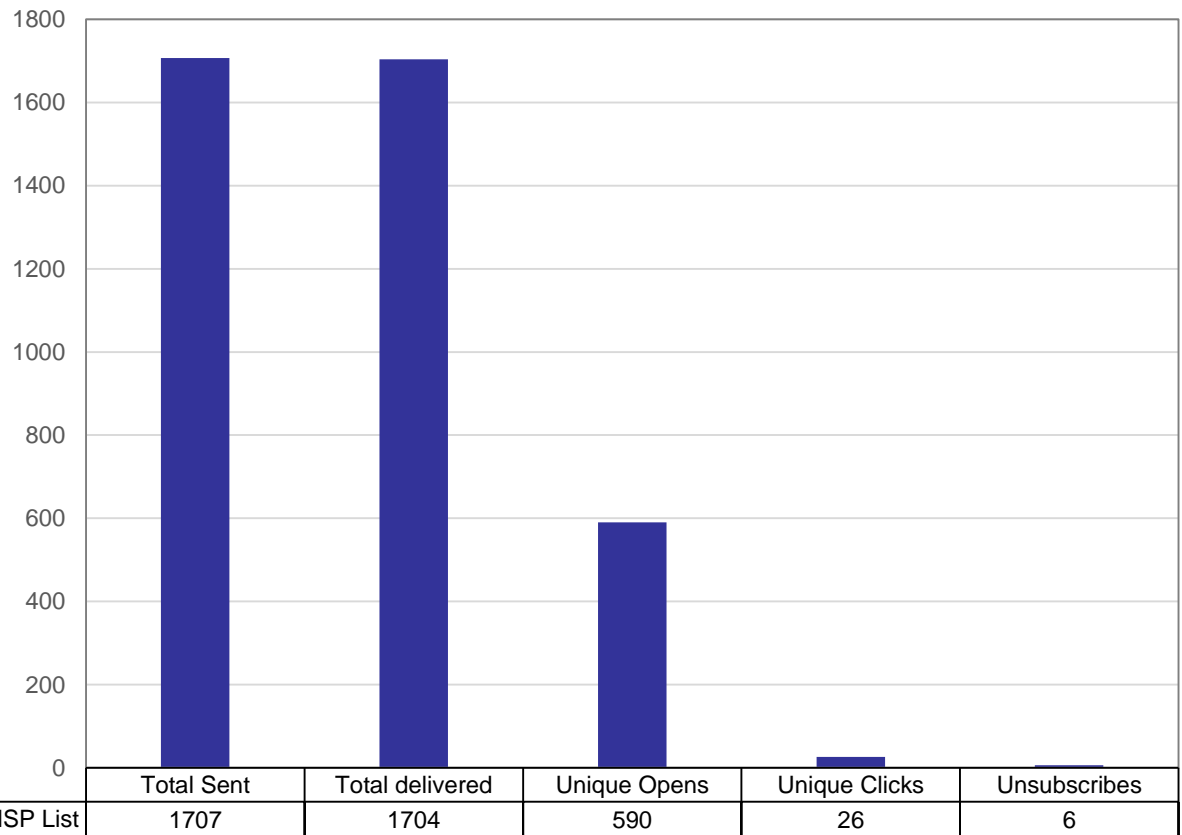
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Reminder: Last week of Yoga - 07/23/2018





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## Customer Satisfaction Report

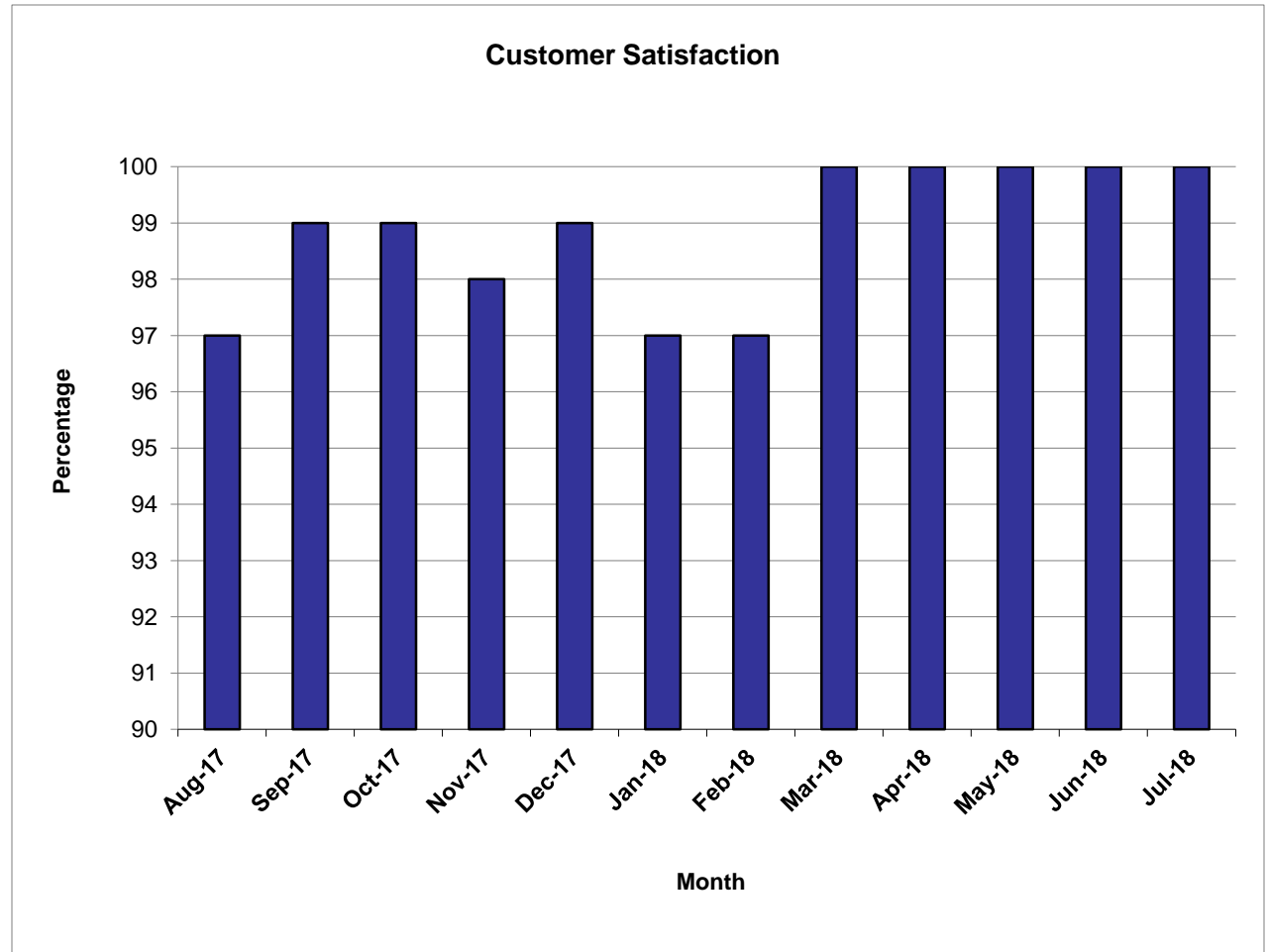
### July 2018

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# Thank You !!