



AUXILIARY SERVICES IT

AS IT MONTHLY REPORTS

For June 2017

TO CREATE
THE BEST USC
EXPERIENCE.

BESTPEOPLE.
BESTPRODUCT.
BESTSERVICE.

USCBOOKSTORES. USCHOSPITALITY.
USCHOUSING. USCTRANSPORTATION.
USCRADISSON. USCCOLISEUM.

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AGENDA

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

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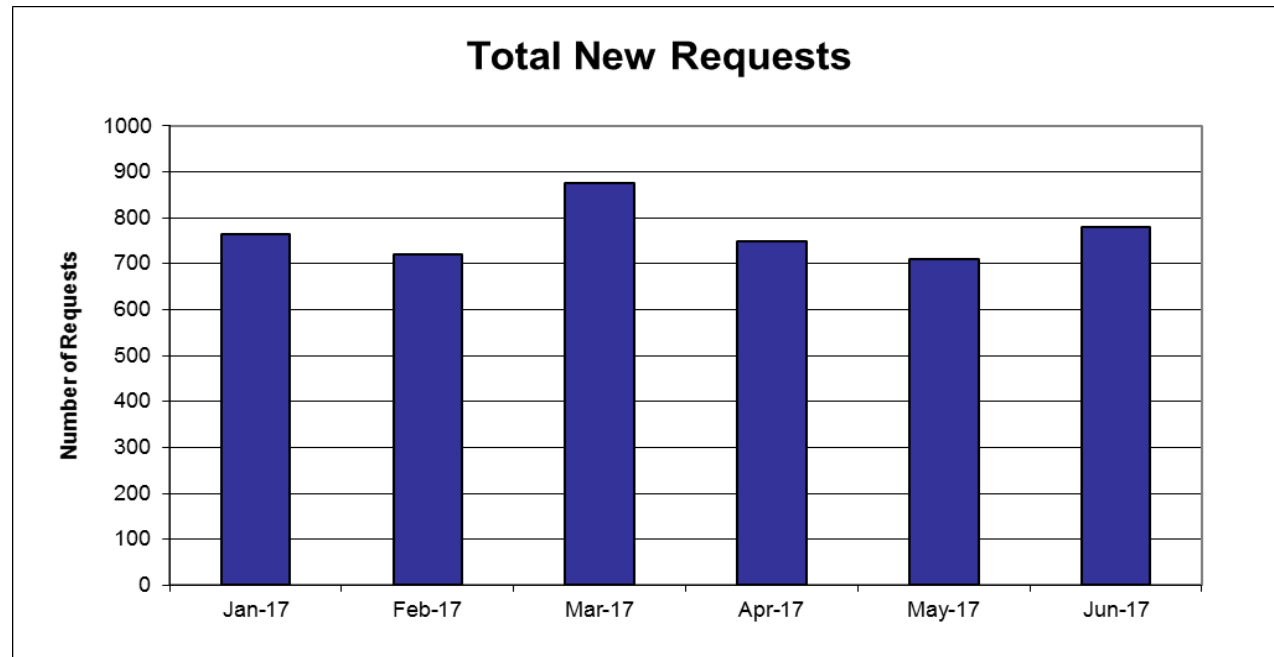
Service Desk Reports June 2017

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Service Desk Reports

June 2017

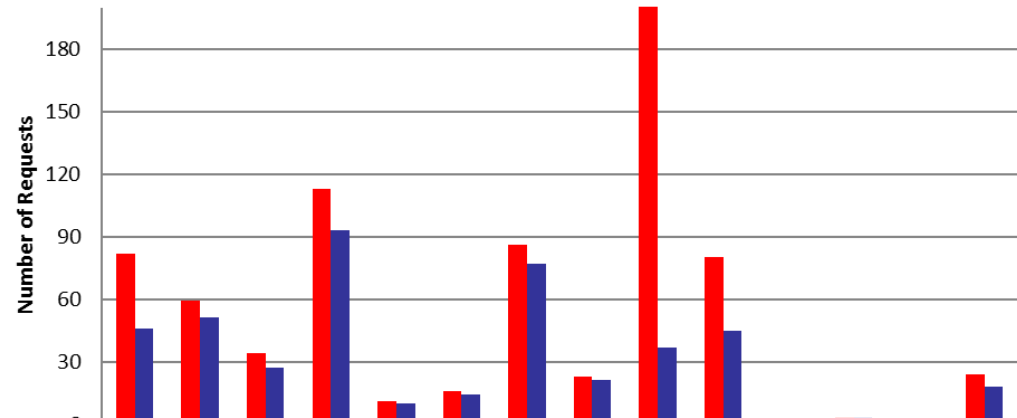
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Total New Vs Closed Requests



	BKS	HOU	RAD	HSP	TRX	EXEC	SS-HR	SS-FIN	OTHER	SS-IT	ATH	DES	CUST	Coli
Total Requests	82	59	34	113	11	16	86	23	248	80	0	3	2	24
Closed Requests	46	51	27	93	10	14	77	21	37	45	0	3	1	18



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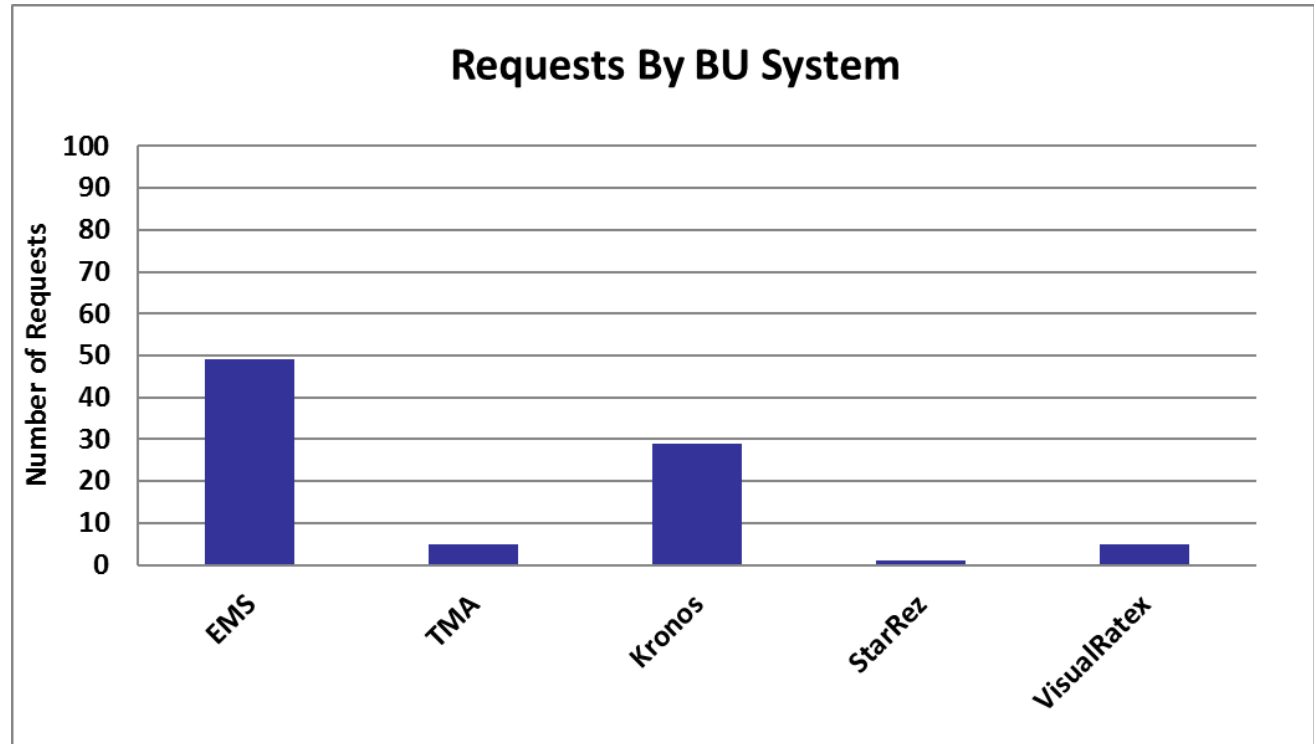
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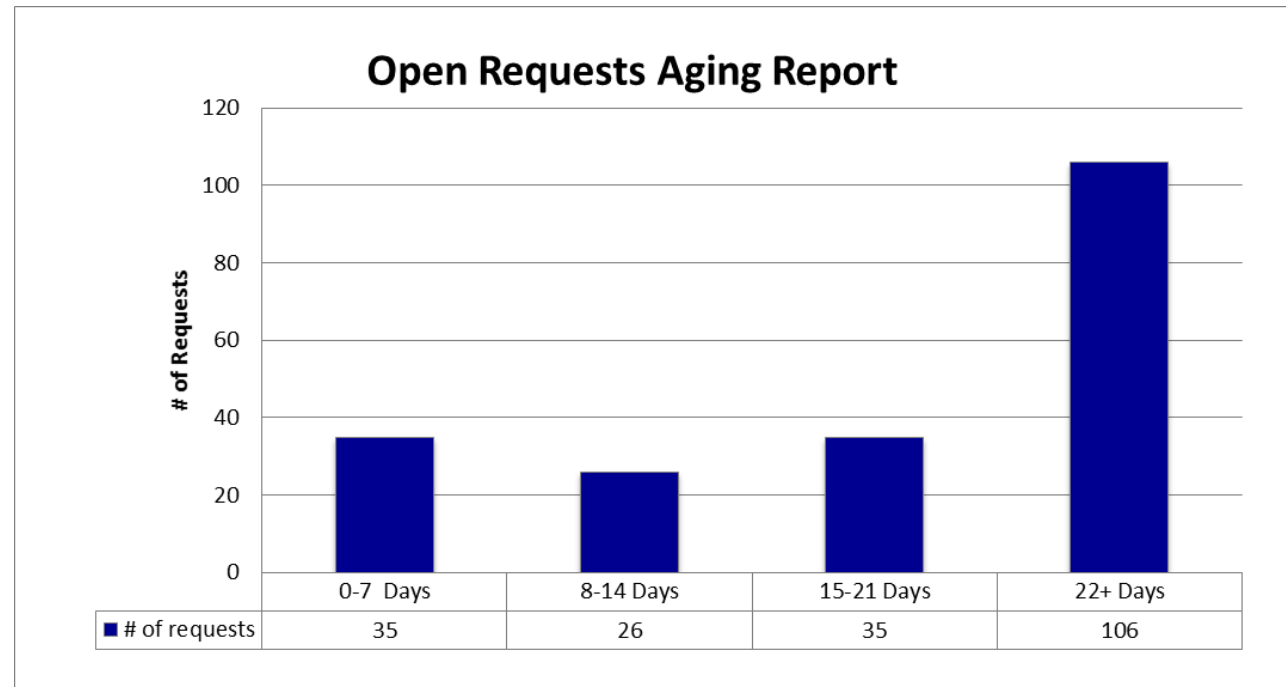
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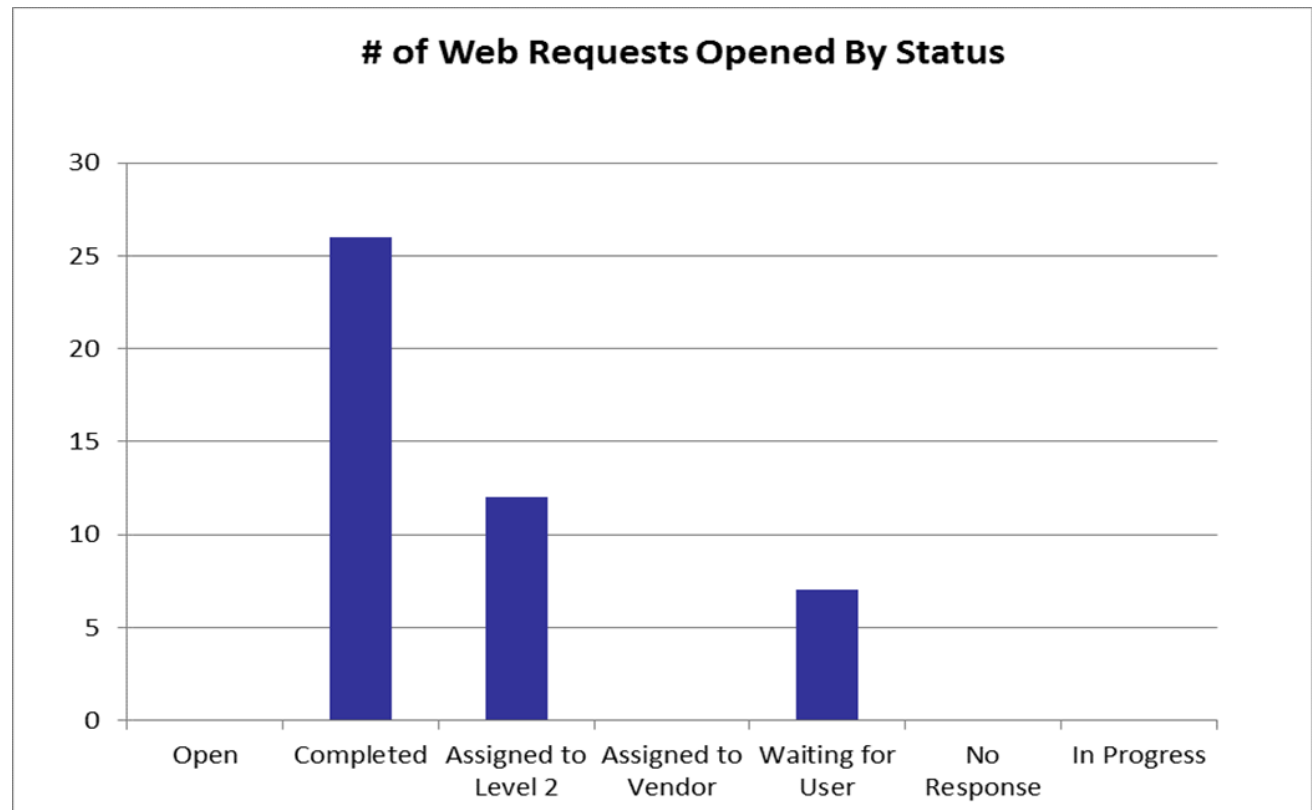
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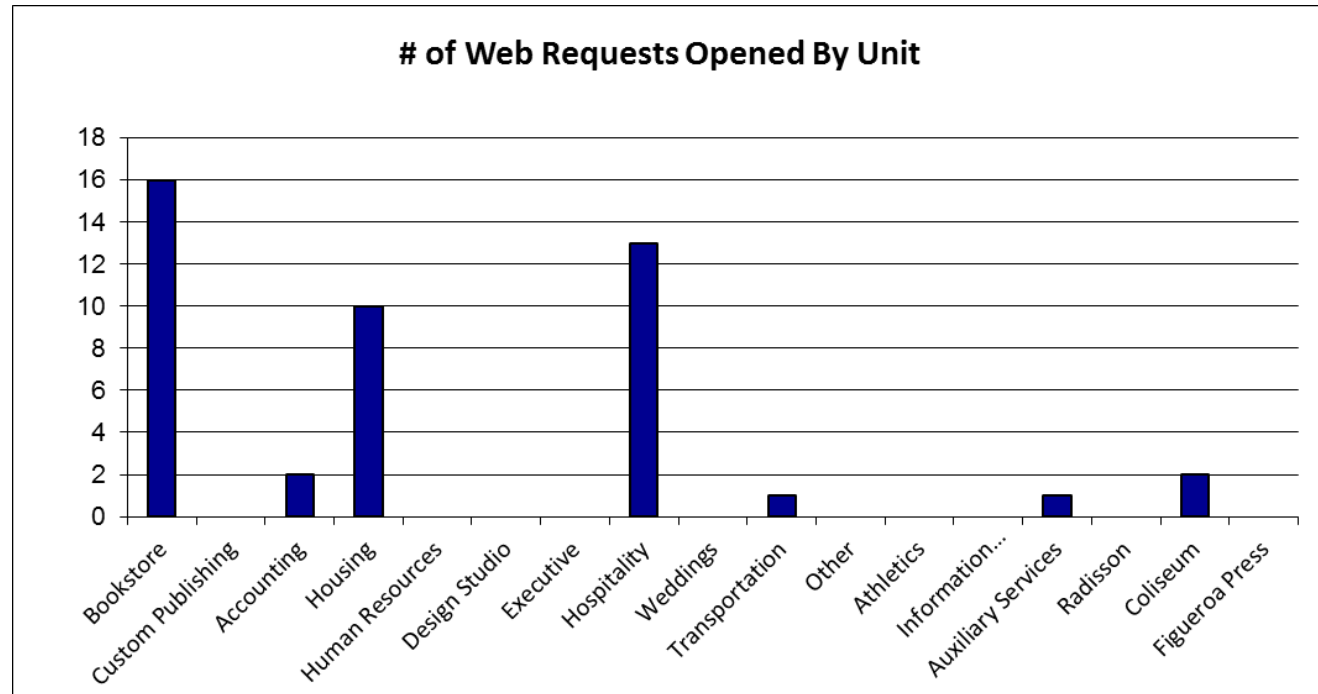
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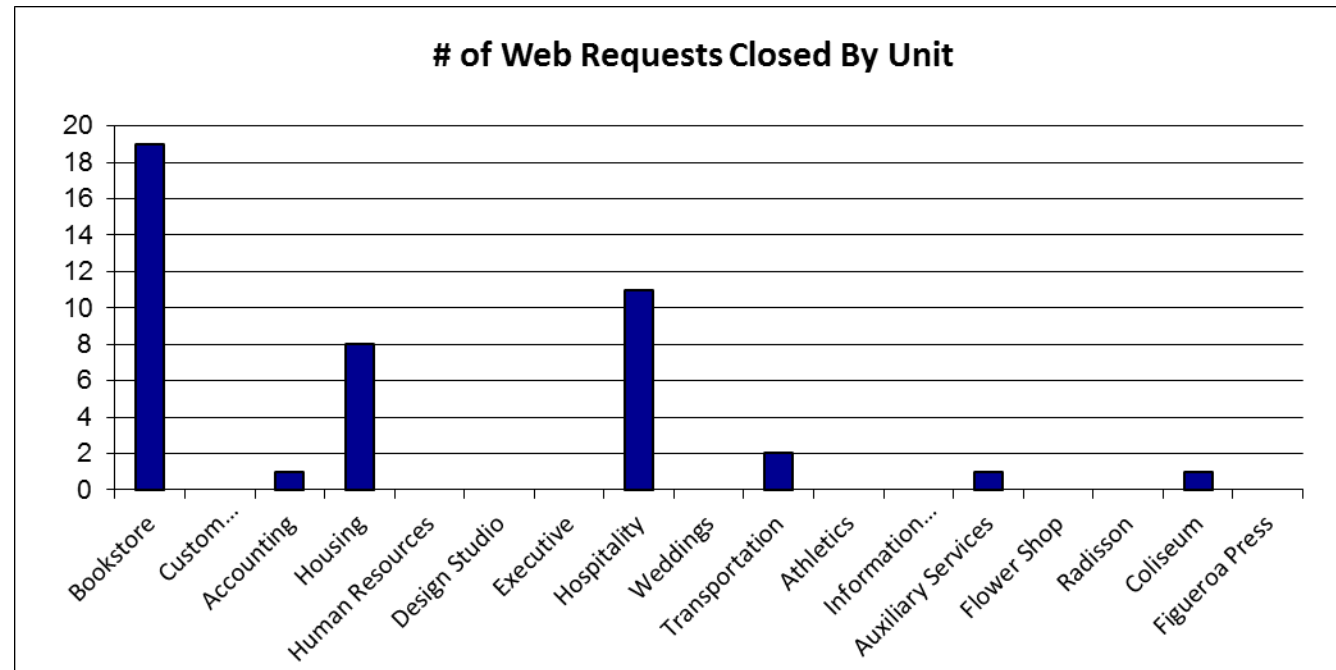
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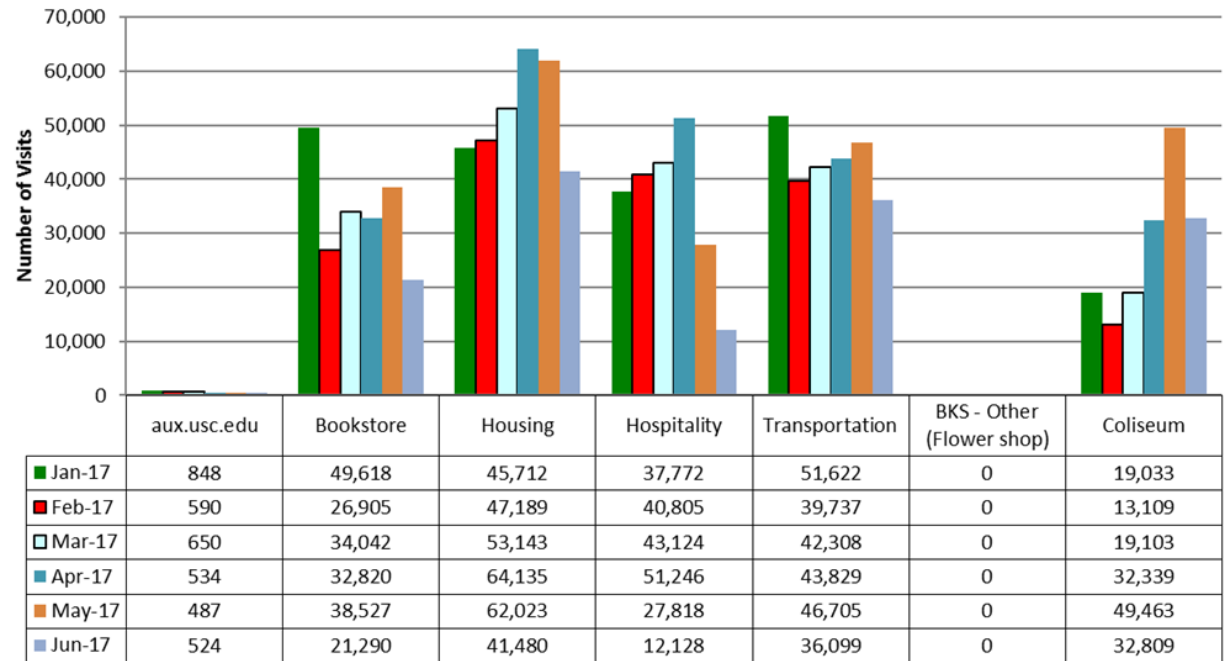
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Web Visits Per Month - BU Main Sites





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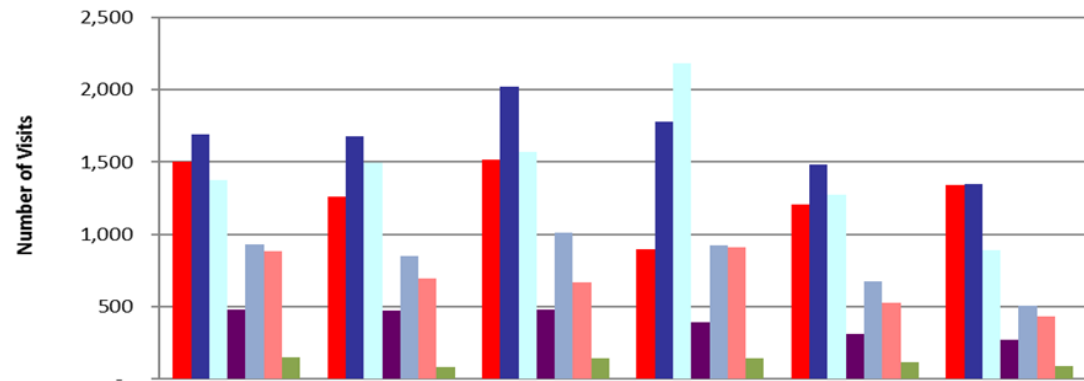
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Web Visits Per Month - HSP Micro Sites



	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17
■ McKays	1,504	1,260	1,518	899	1,206	1,342
■ The Lab	1,690	1,677	2,018	1,776	1,482	1,348
■ Moreton Fig	1,373	1,495	1,570	2,181	1,276	887
■ Rosso Oro's Pizzeria	481	470	476	393	312	267
■ Seeds Marketplace	931	847	1,011	923	677	505
■ Traditions	880	695	665	912	529	429
■ The Edmondson	149	79	140	143	115	88



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Website Reports

June 2017

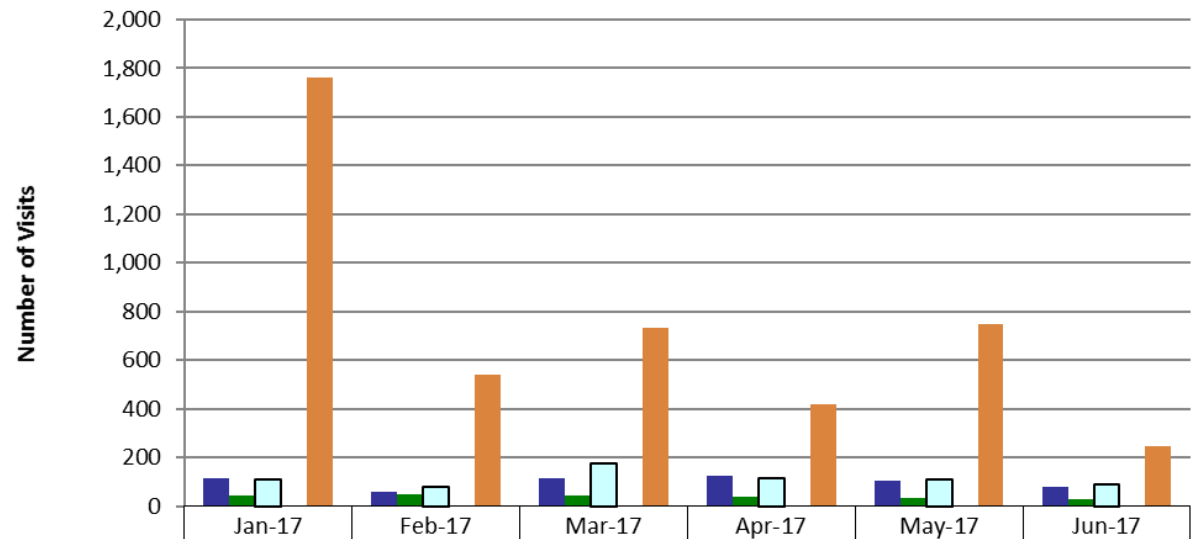
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Web Visits Per Month - Other Sites



■ Figueroa Press	113	58	116	124	106	80
■ Gamble-house Store	43	49	41	37	31	30
■ USC Radisson Event	110	80	177	113	108	91
■ Weddings at USC	0	0	0	0	0	0
■ Custom-publishing	1,763	539	732	418	749	245



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Website Reports

June 2017

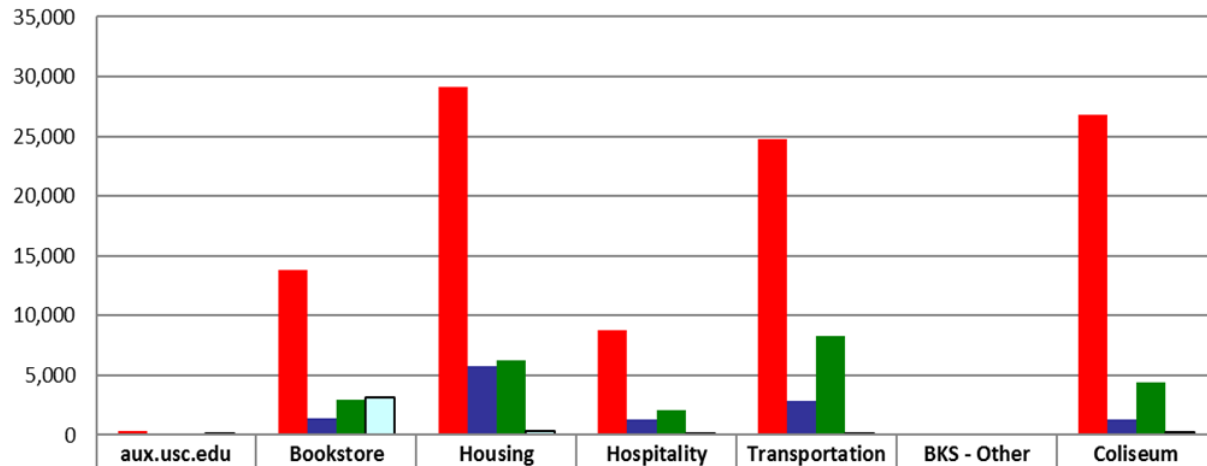
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June 2017 Traffic Sources - BU Main Sites



	aux.usc.edu	Bookstore	Housing	Hospitality	Transportation	BKS - Other	Coliseum
Search Engine	335	13,780	29,100	8,749	24,788	0	26,778
Referring Sites	91	1,413	5,786	1,315	2,832	0	1,346
Direct Traffic	89	2,954	6,210	2,040	8,286	0	4,450
Campaigns	9	3,143	384	4	4	0	235



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Website Reports

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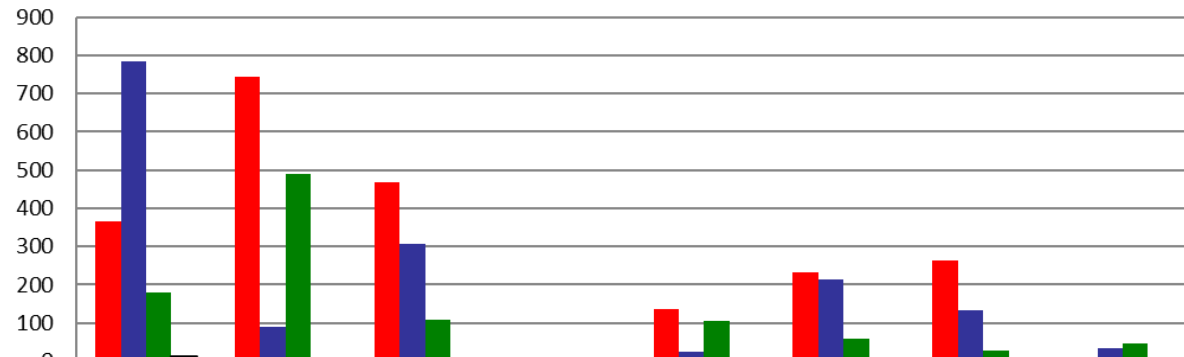
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June 2017 Traffic Sources - HSP Micro Sites



	McKays	The Lab	Moreton Fig	Weddings at USC	Rosso Oro's Pizzeria	Seeds Marketplace	Traditions	The Edmondson
Search Engine	367	745	467	0	137	233	263	9
Referring Sites	784	90	306	0	23	213	134	32
Direct Traffic	178	491	108	0	106	57	27	45
Campaigns	13	4	6	0	1	2	5	4



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Website Reports

June 2017

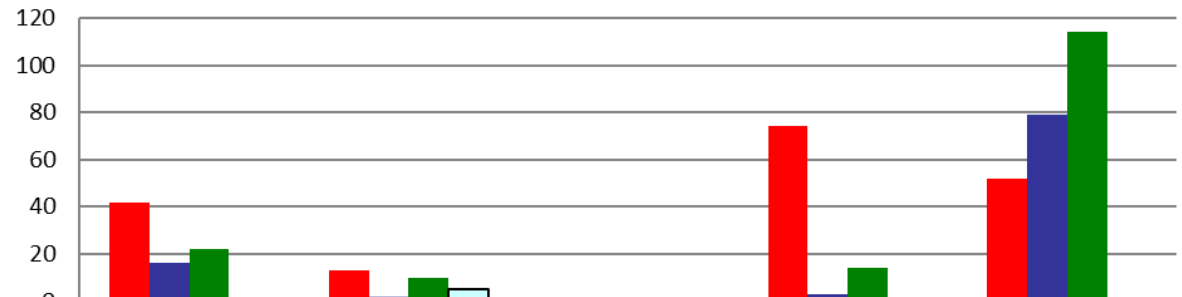
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June 2017 Traffic Sources - Other Sites



	Figueroa Press	Gamble-house Store	Weddings at USC	USC Radisson Event	Custom-publishing
Search Engine	42	13	0	74	52
Referring Sites	16	2	0	3	79
Direct Traffic	22	10	0	14	114
Campaigns	0	5	0	0	0



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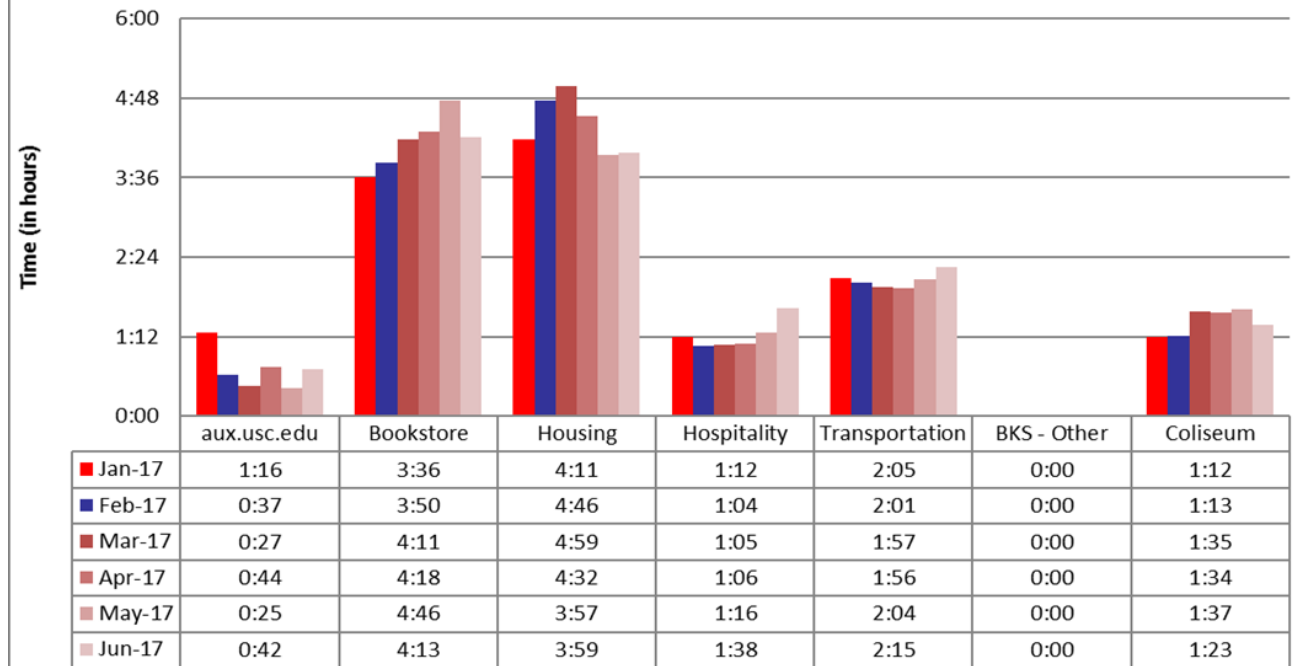
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Average Time Spent on Website - BU Main Sites





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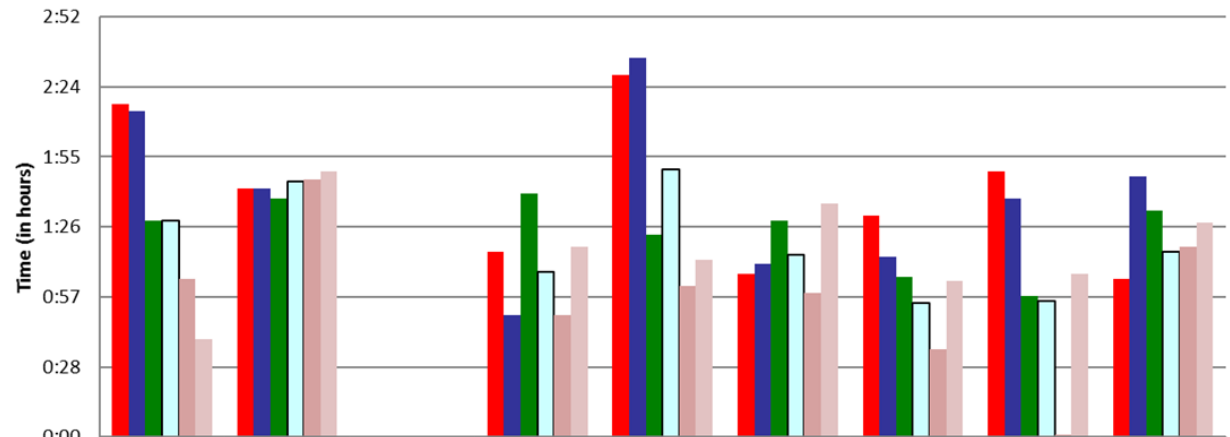
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Average Time Spent on Website - HSP Micro Sites



	McKays	The Lab	Weddings at USC	USC Radisson Event	Moreton Fig	Rosso Oro's Pizzeria	Seeds Marketplace	Traditions	The Edmondson
■ Jan-17	2:17	1:42	0:00	1:16	2:29	1:07	1:31	1:49	1:05
■ Feb-17	2:14	1:42	0:00	0:50	2:36	1:11	1:14	1:38	1:47
■ Mar-17	1:29	1:38	0:00	1:40	1:23	1:29	1:06	0:58	1:33
■ Apr-17	1:29	1:45	0:00	1:08	1:50	1:15	0:55	0:56	1:16
■ May-17	1:05	1:46	0:00	0:50	1:02	0:59	0:36	00:47.5	1:18
■ Jun-17	0:40	1:49	0:00	1:18	1:13	1:36	1:04	1:07	1:28



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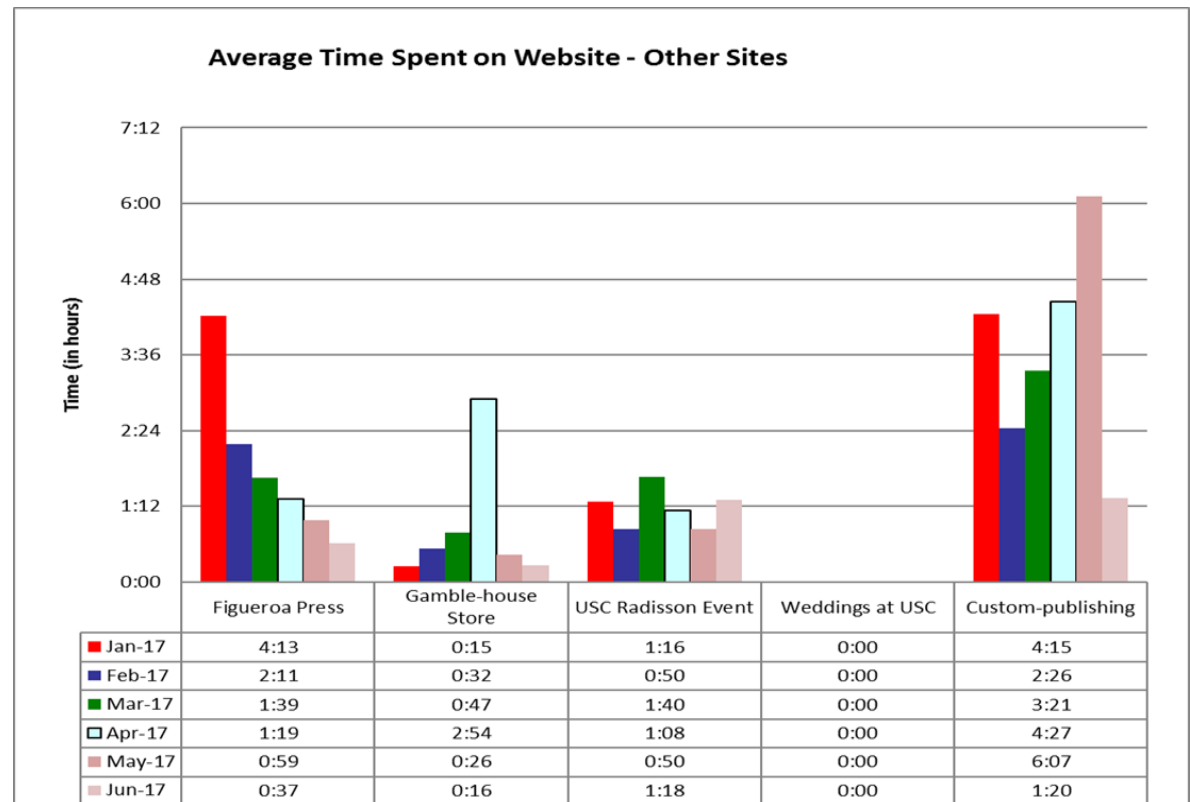
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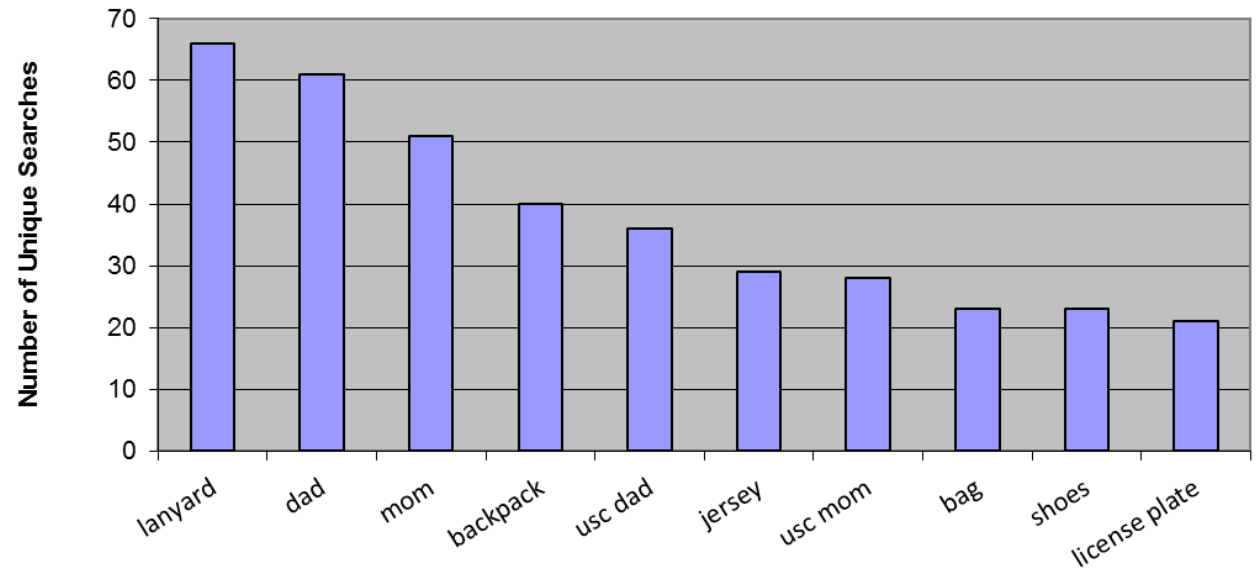
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Bookstore Charts
10 Most Searched Items June 2017





Website Reports June 2017

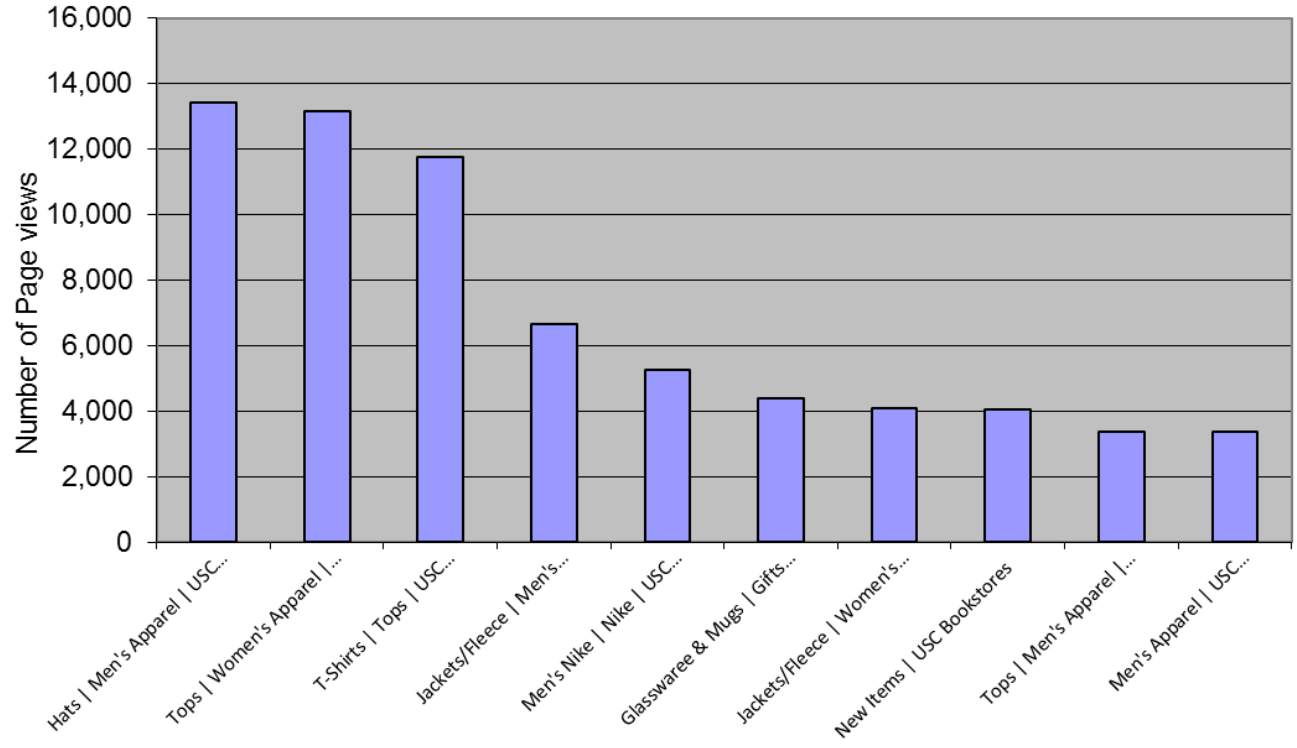
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Bookstore Charts
10 Most Viewed Pages - June 2017





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Website Reports June 2017

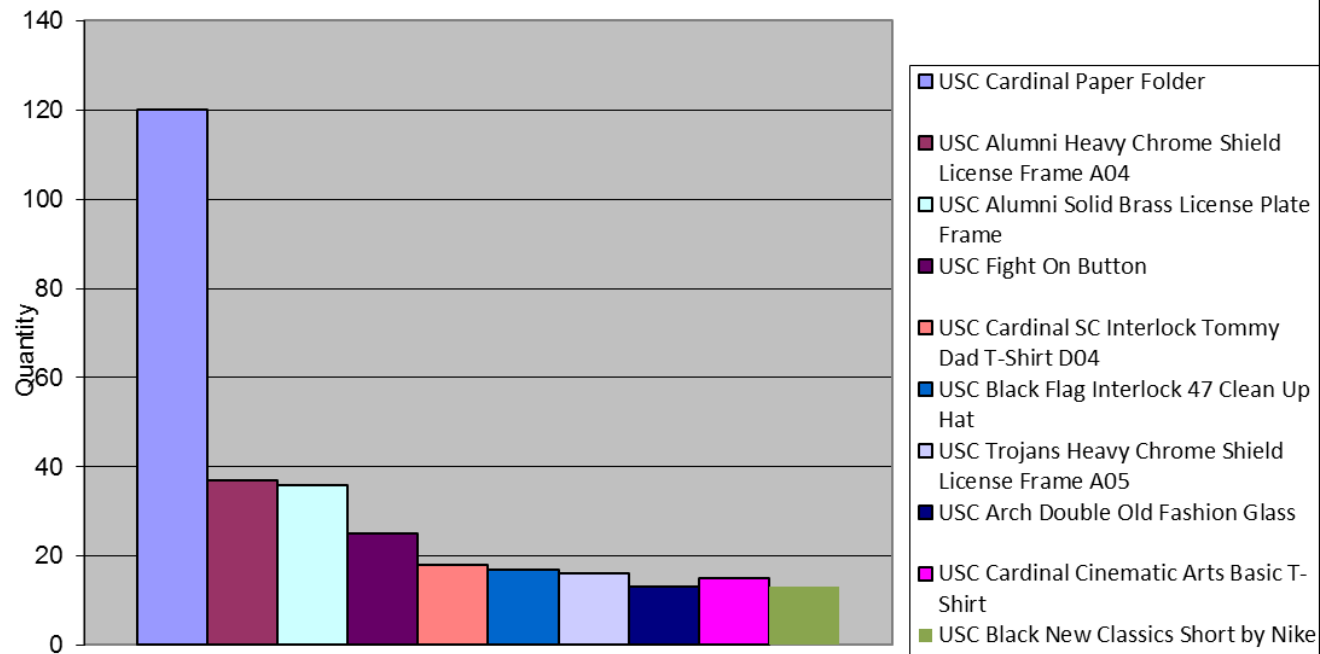
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Bookstore Charts
10 Most Purchased Products June 2017





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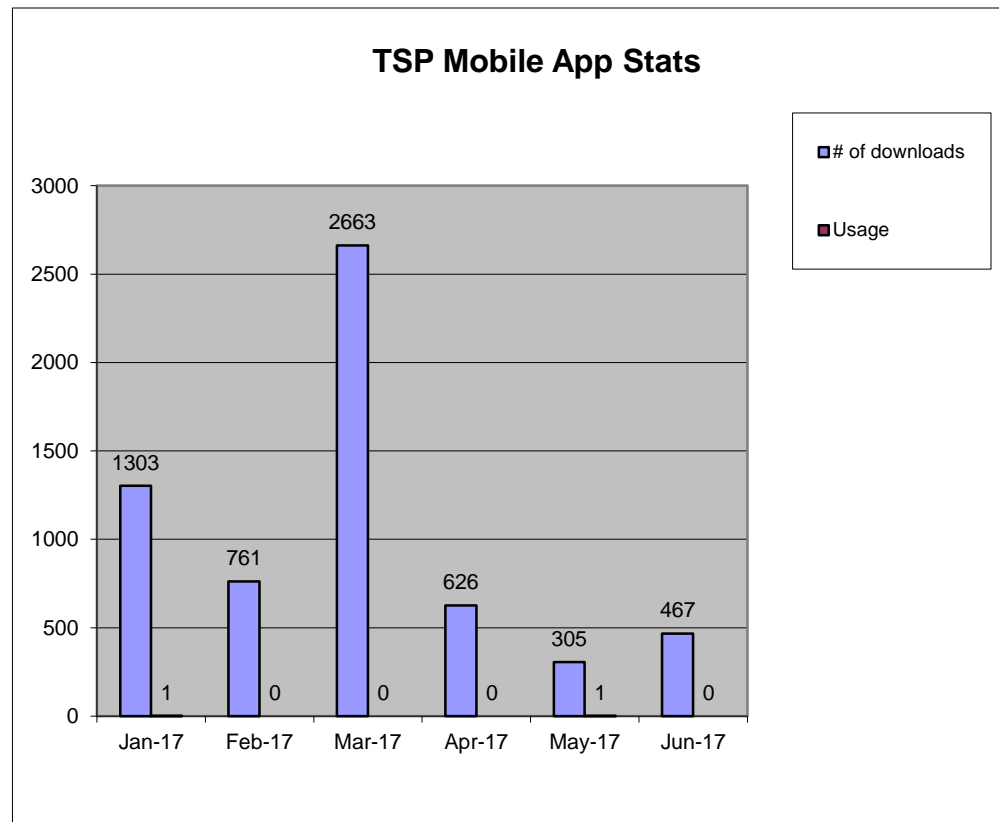
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Email Campaign Reports

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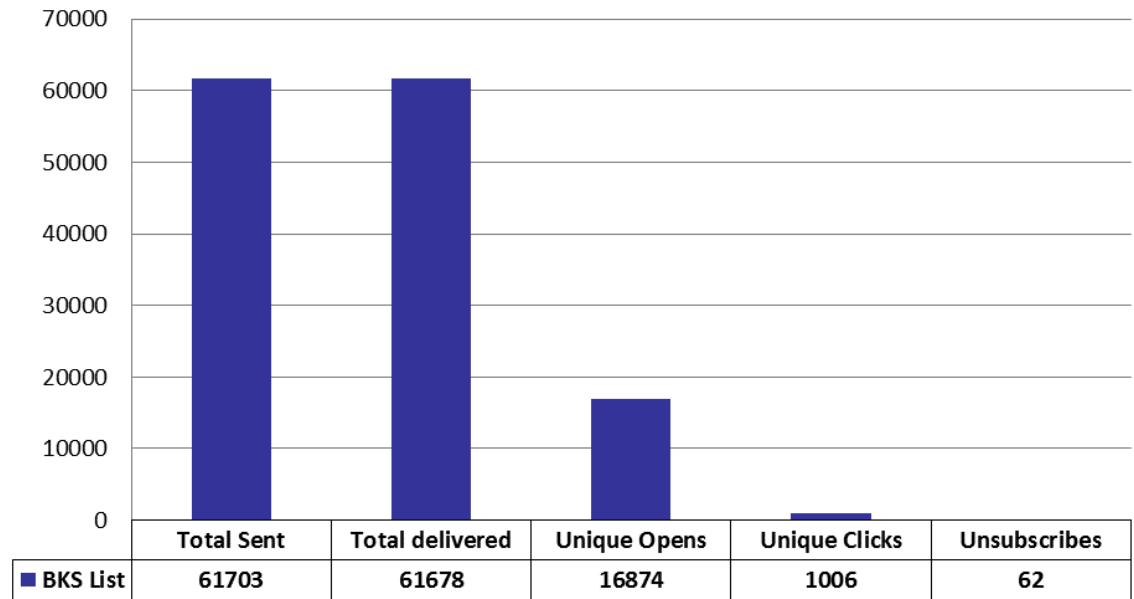
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Hang Out With USC This Summer! ☺ - 06/24/2017





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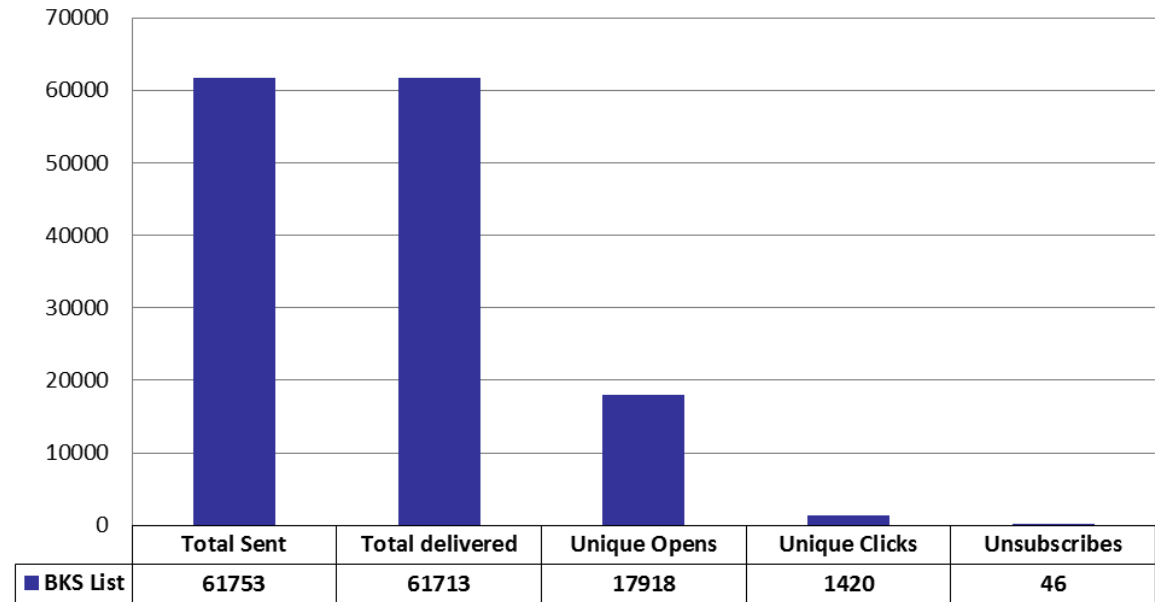
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Red, White & USC Gear! - 06/20/2017





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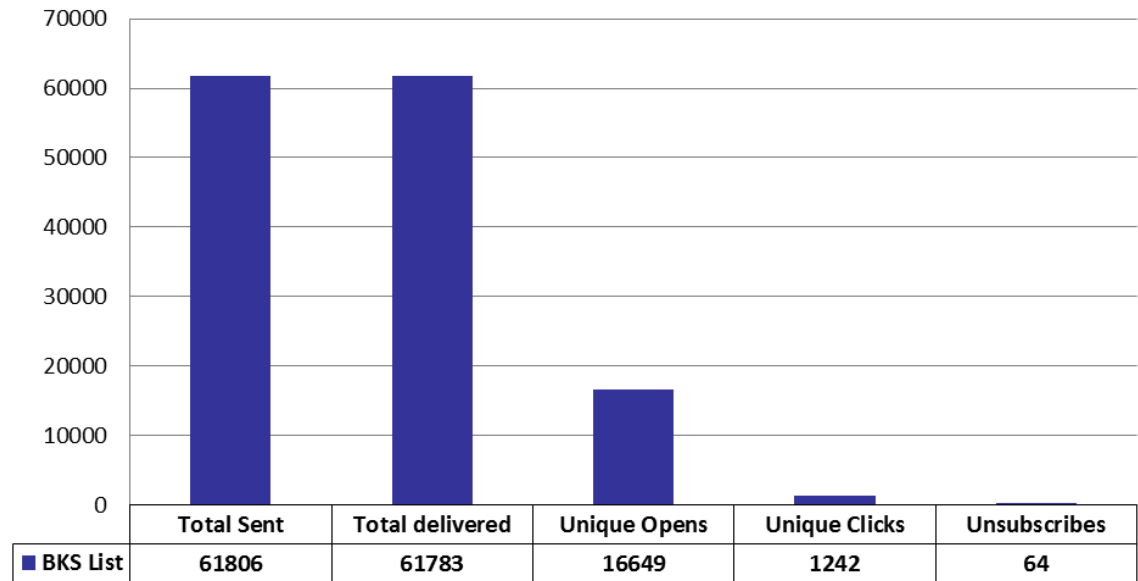
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Only the Best for USC Fathers! - 06/10/2017





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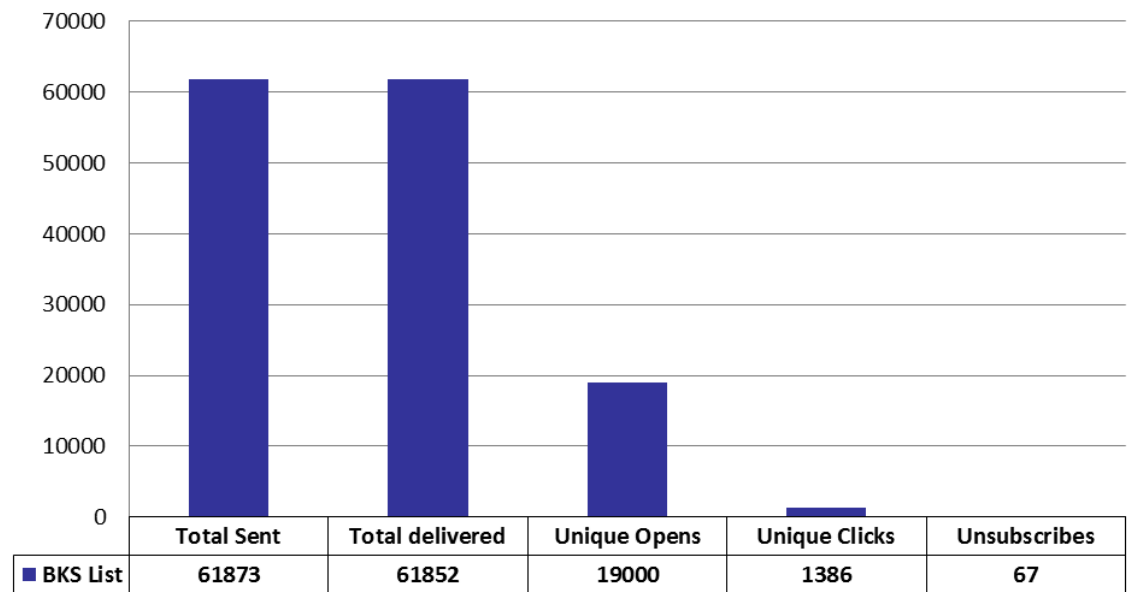
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Fresh USC Nike Styles! - 06/08/2017





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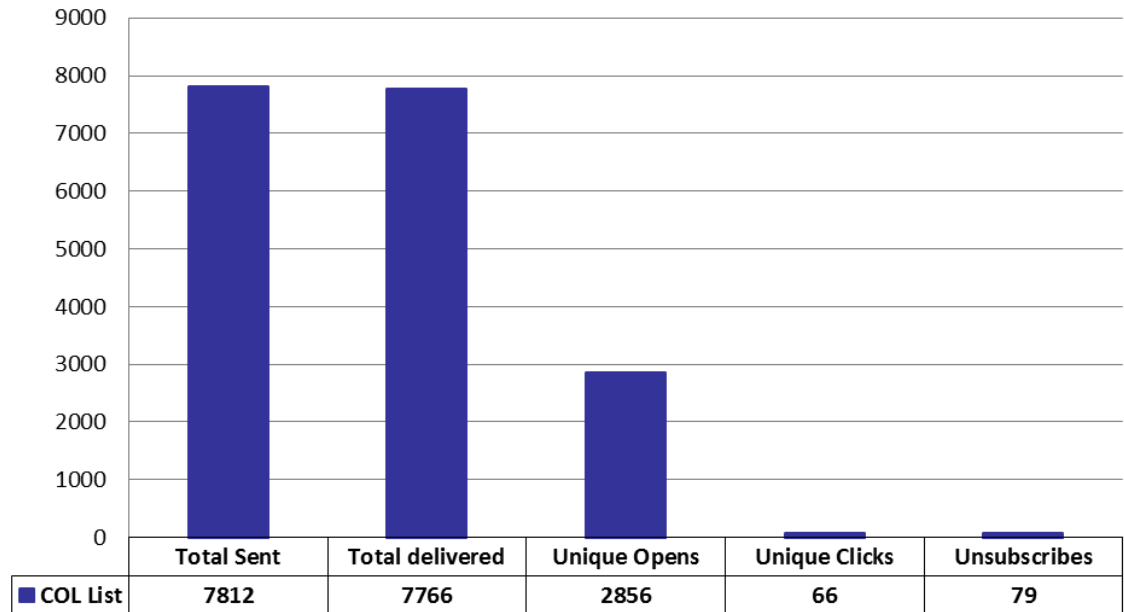
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COLISEUM MMA GLADIATOR CHAMPIONSHIP SERIES- Don't miss out! -
06/06/2017





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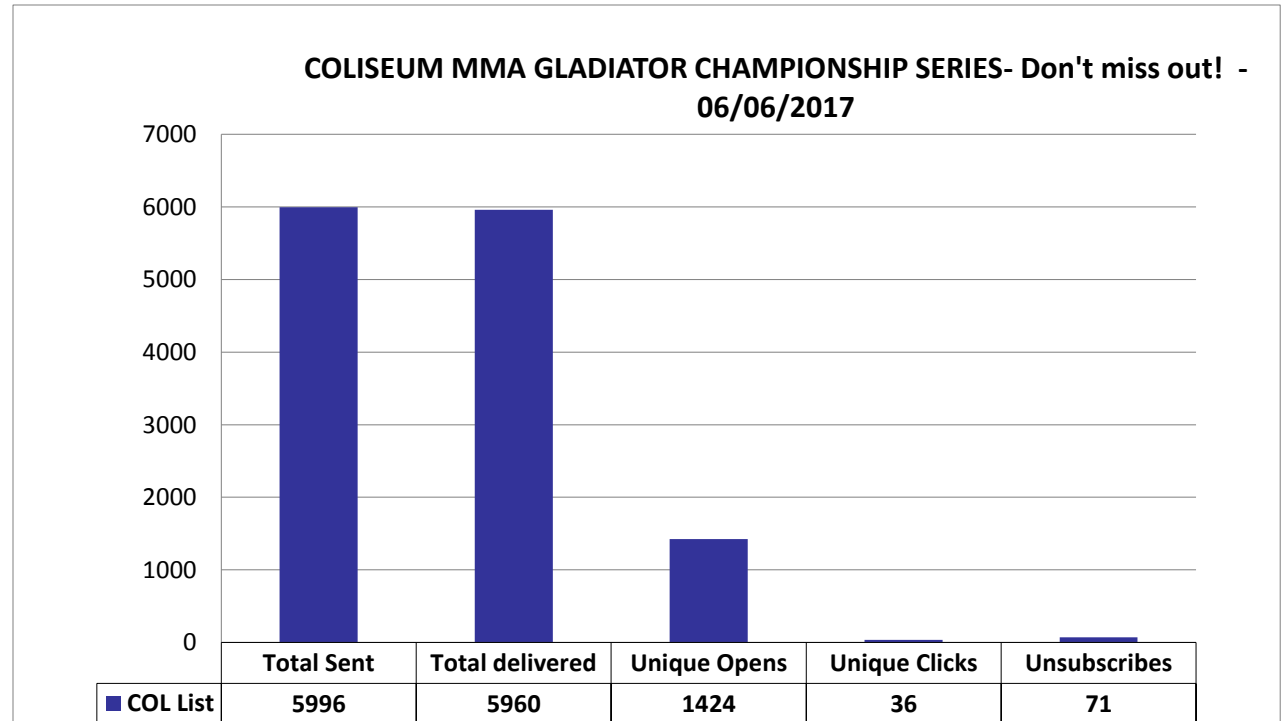
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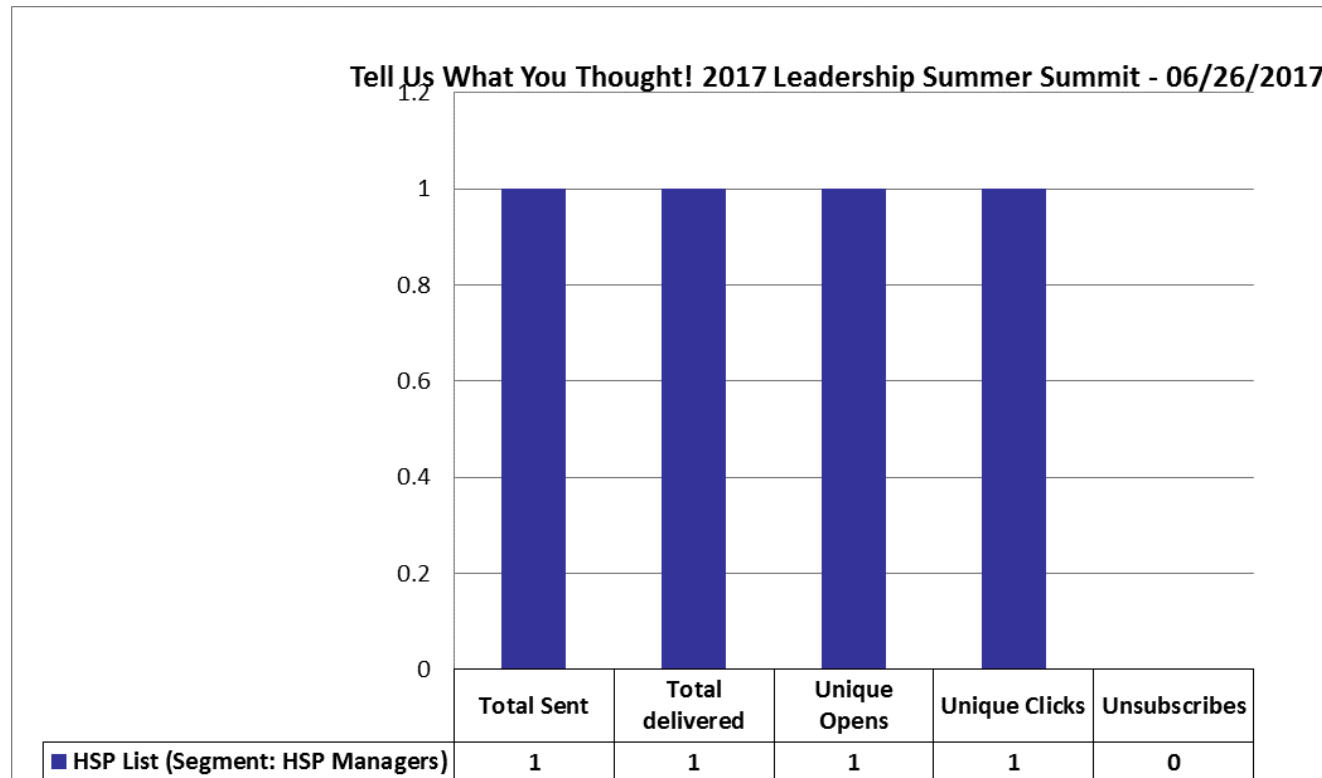
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Tell Us What You Thought! 2017 Leadership Summer Summit - 06/26/2017





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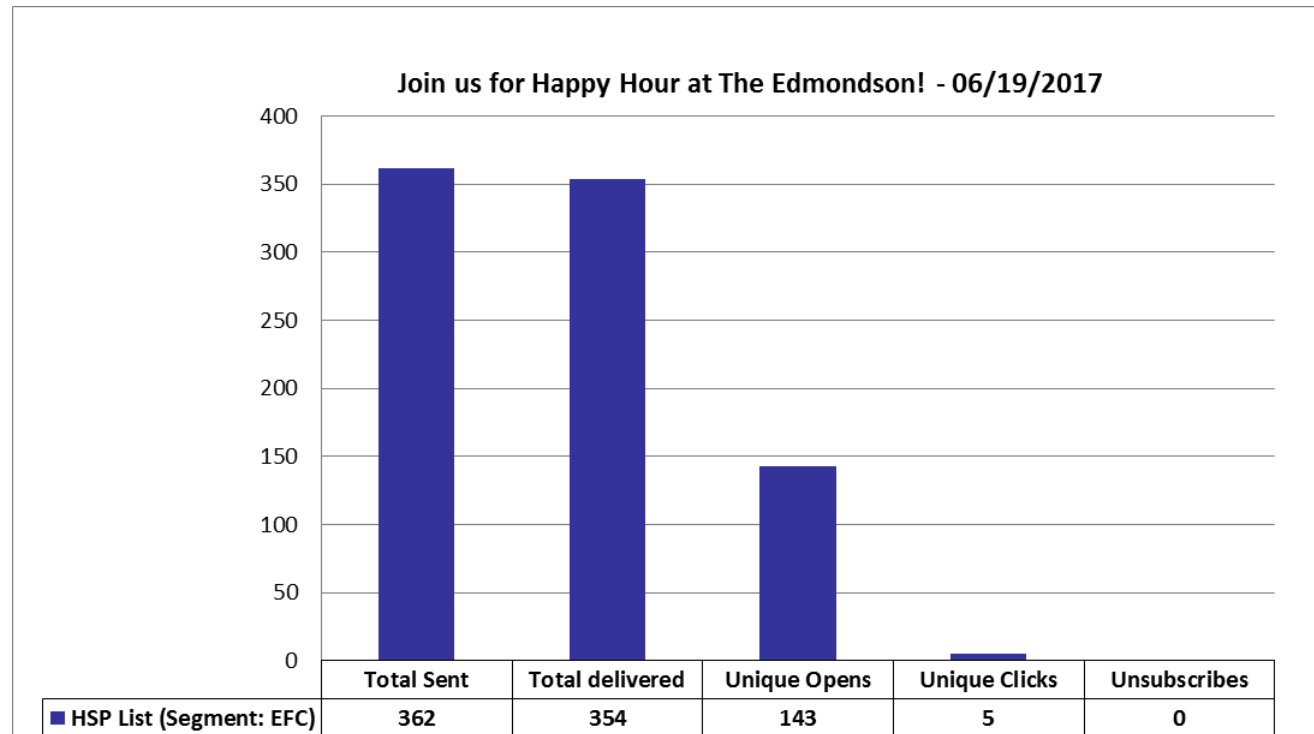
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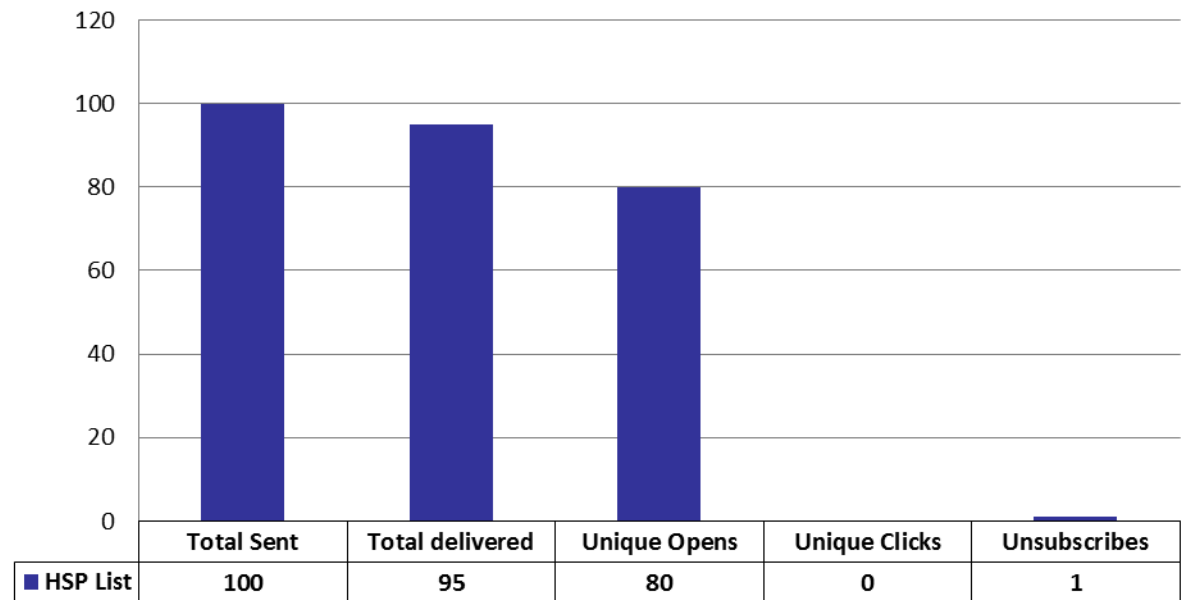
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American Academy of Chefs Dinner - June 2, 2017 - 06/01/2017





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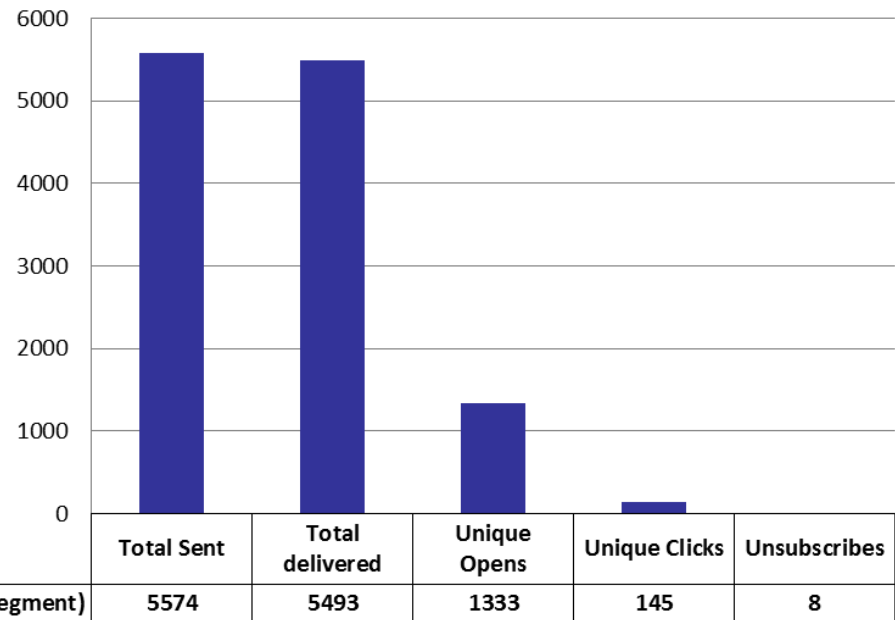
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Trojans! Vote for McKay's & Win \$100! - 06/19/2017





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Customer Satisfaction Report

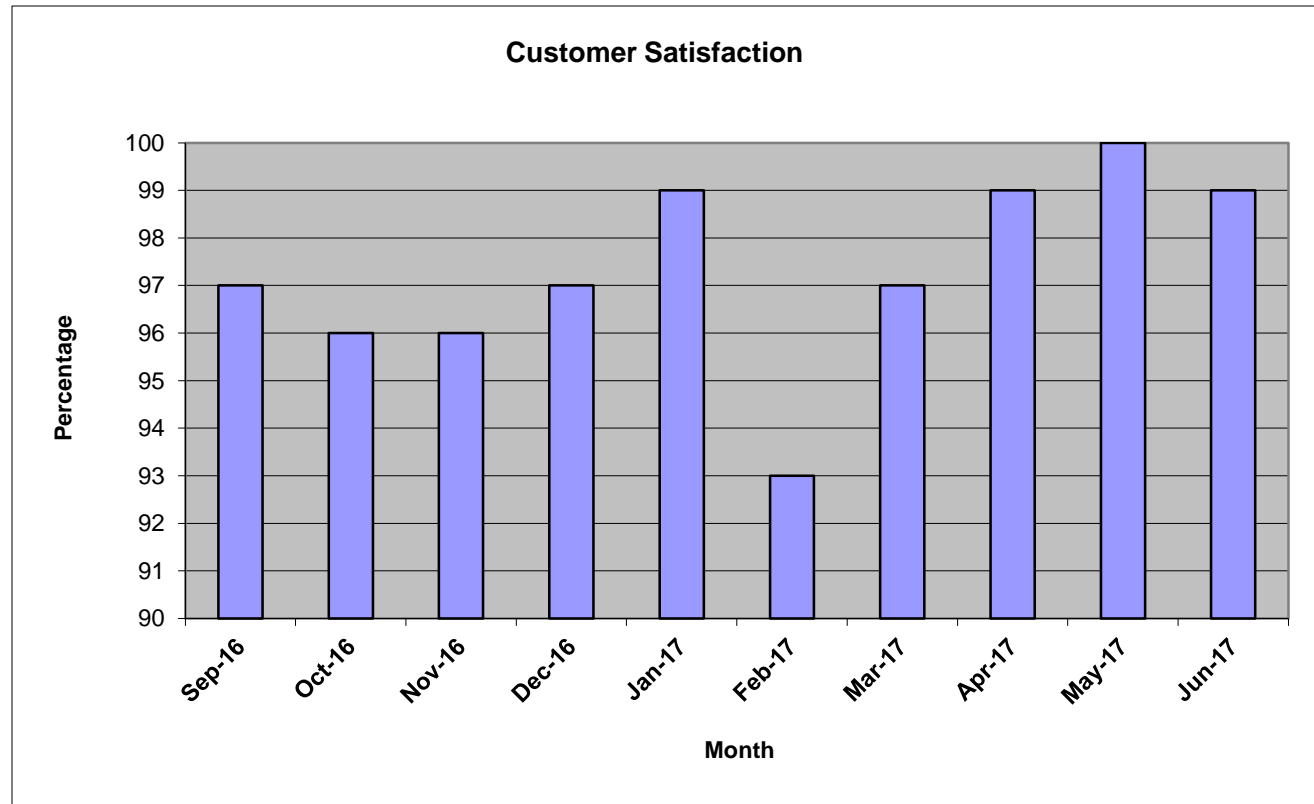
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Thank You !!