



# AUXILIARY SERVICES IT

## AS IT MONTHLY REPORTS

For June 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

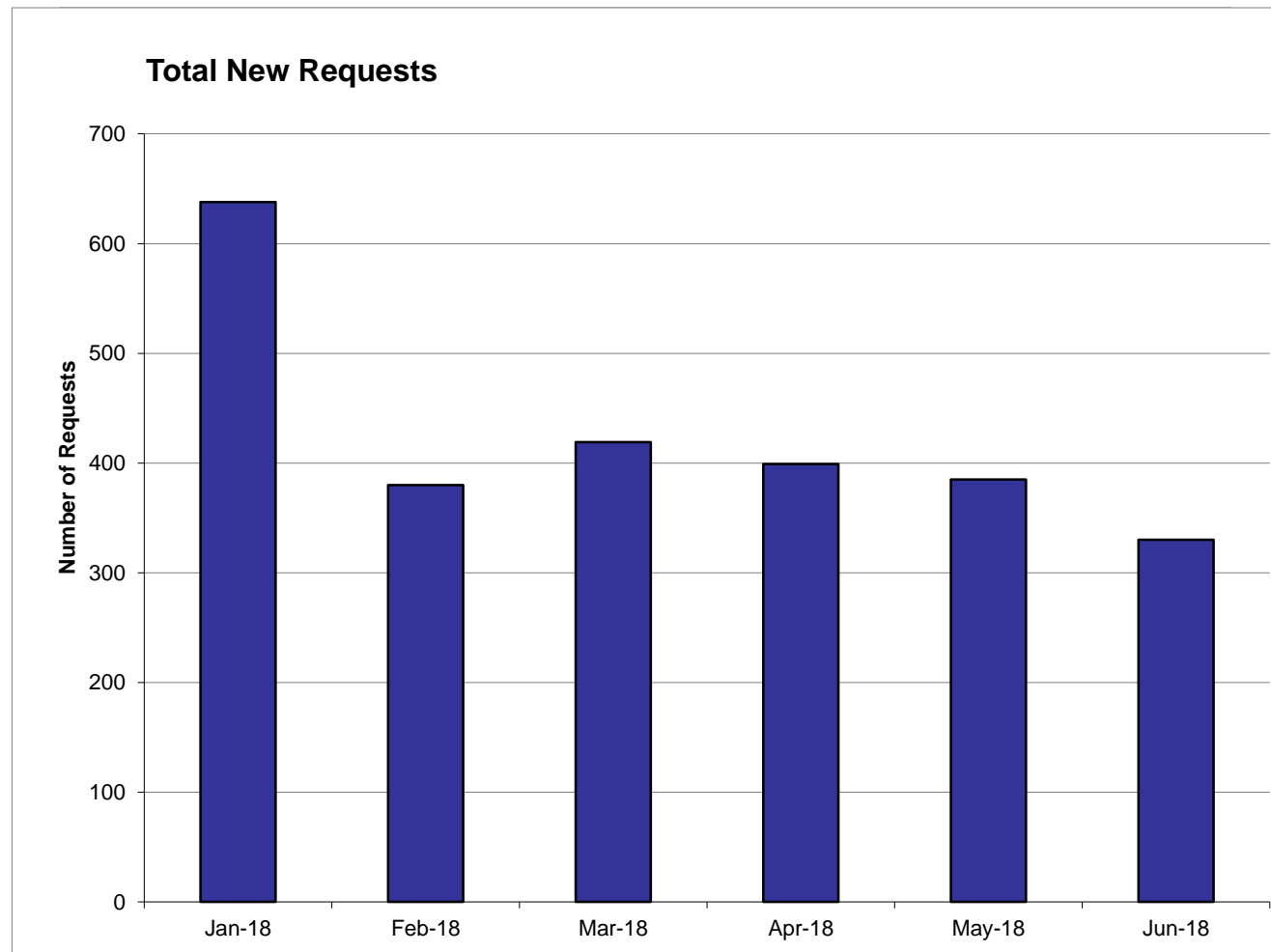
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## Service Desk Reports

### June 2018

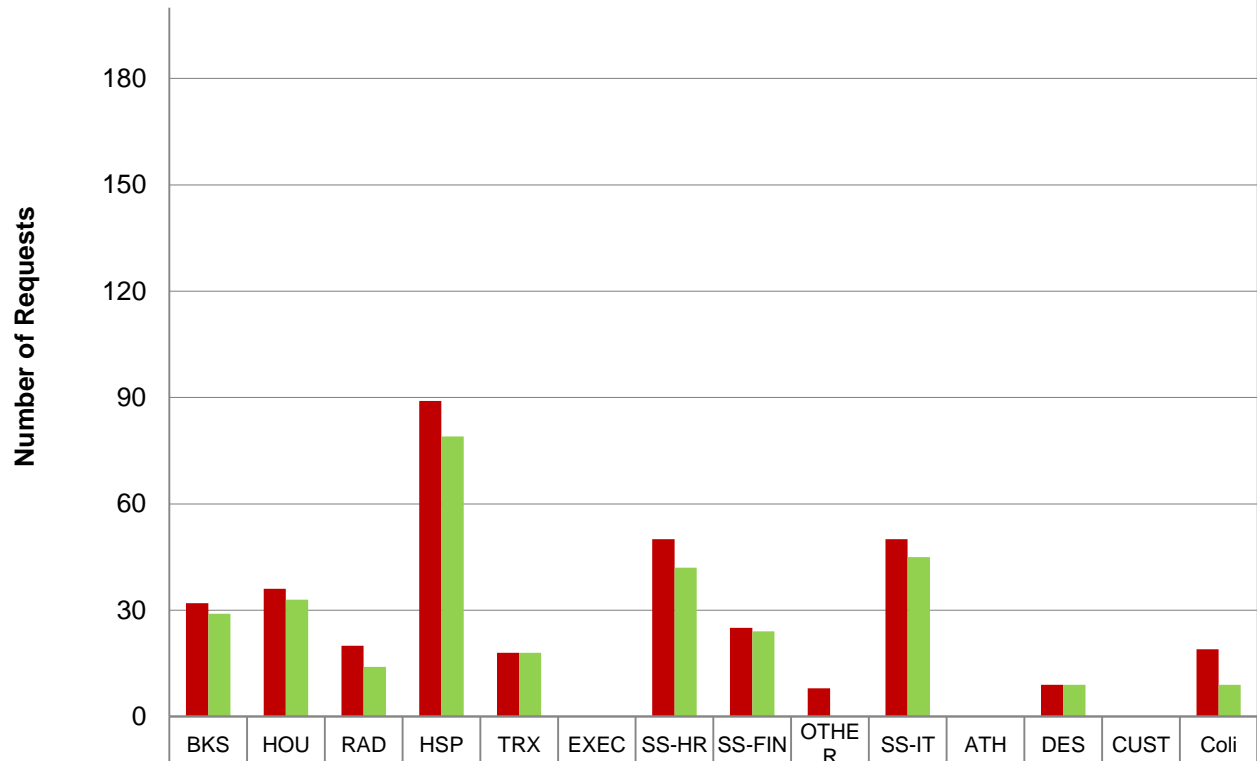
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Total New Vs Closed Requests



■ Total Requests	32	36	20	89	18	0	50	25	8	50	0	9	0	19
■ Closed Requests	29	33	14	79	18	0	42	24	0	45	0	9	0	9



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## Service Desk Reports

### June 2018

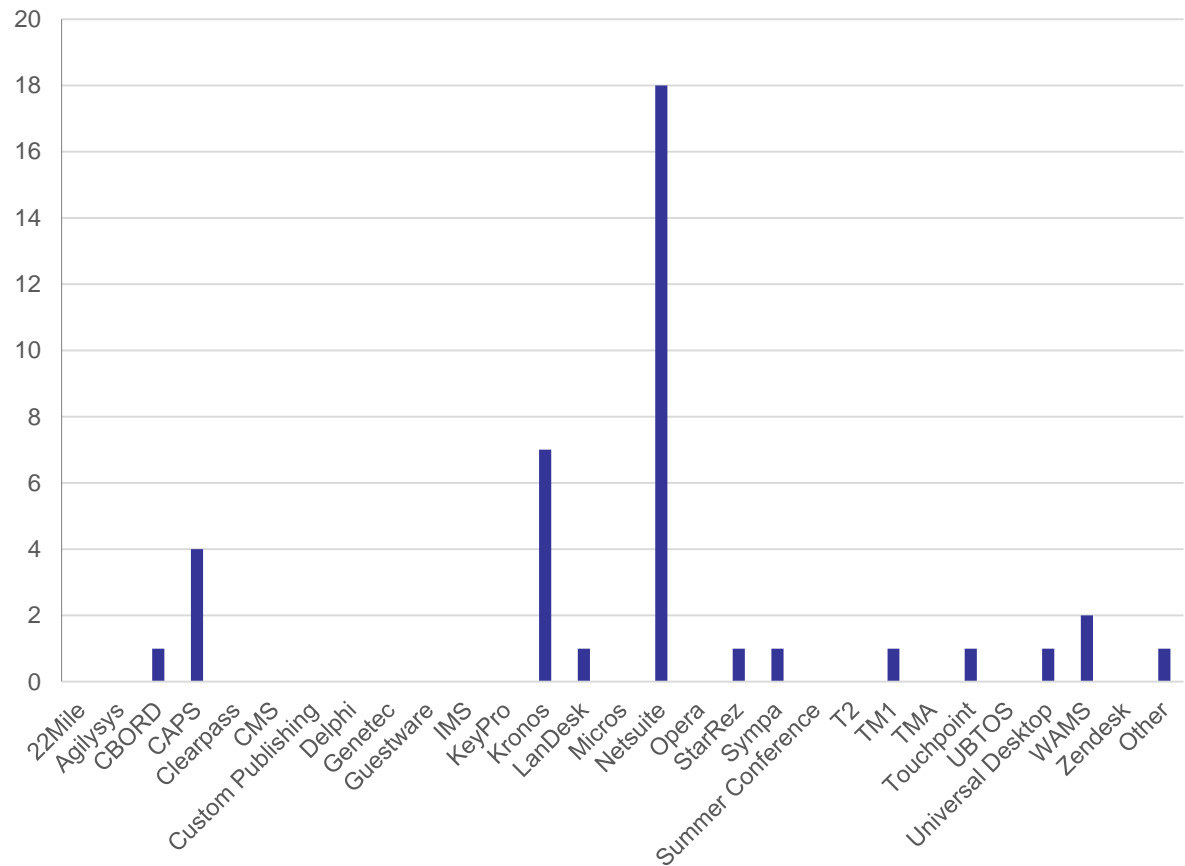
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Requests By BU System





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## Service Desk Reports

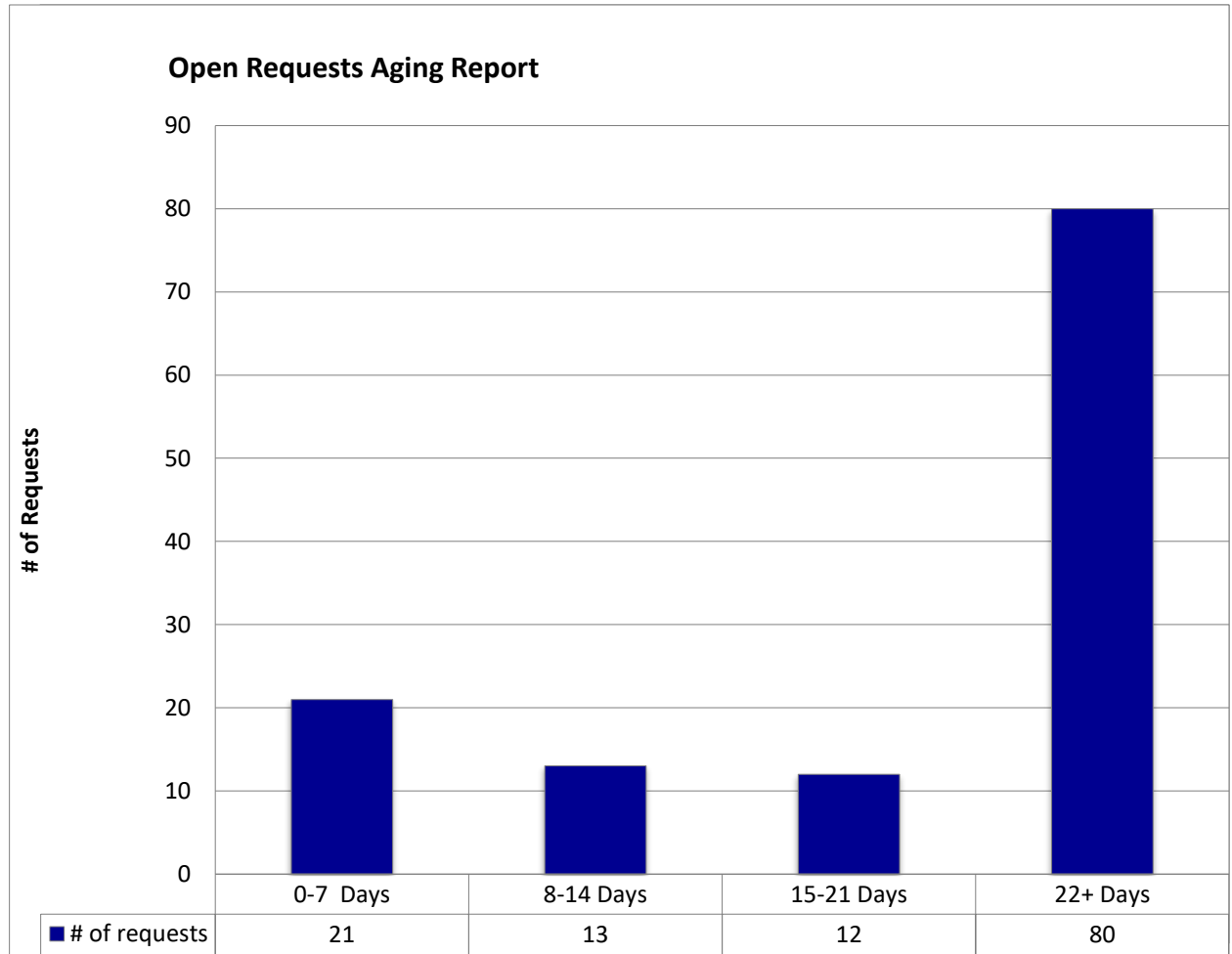
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## Service Desk Reports

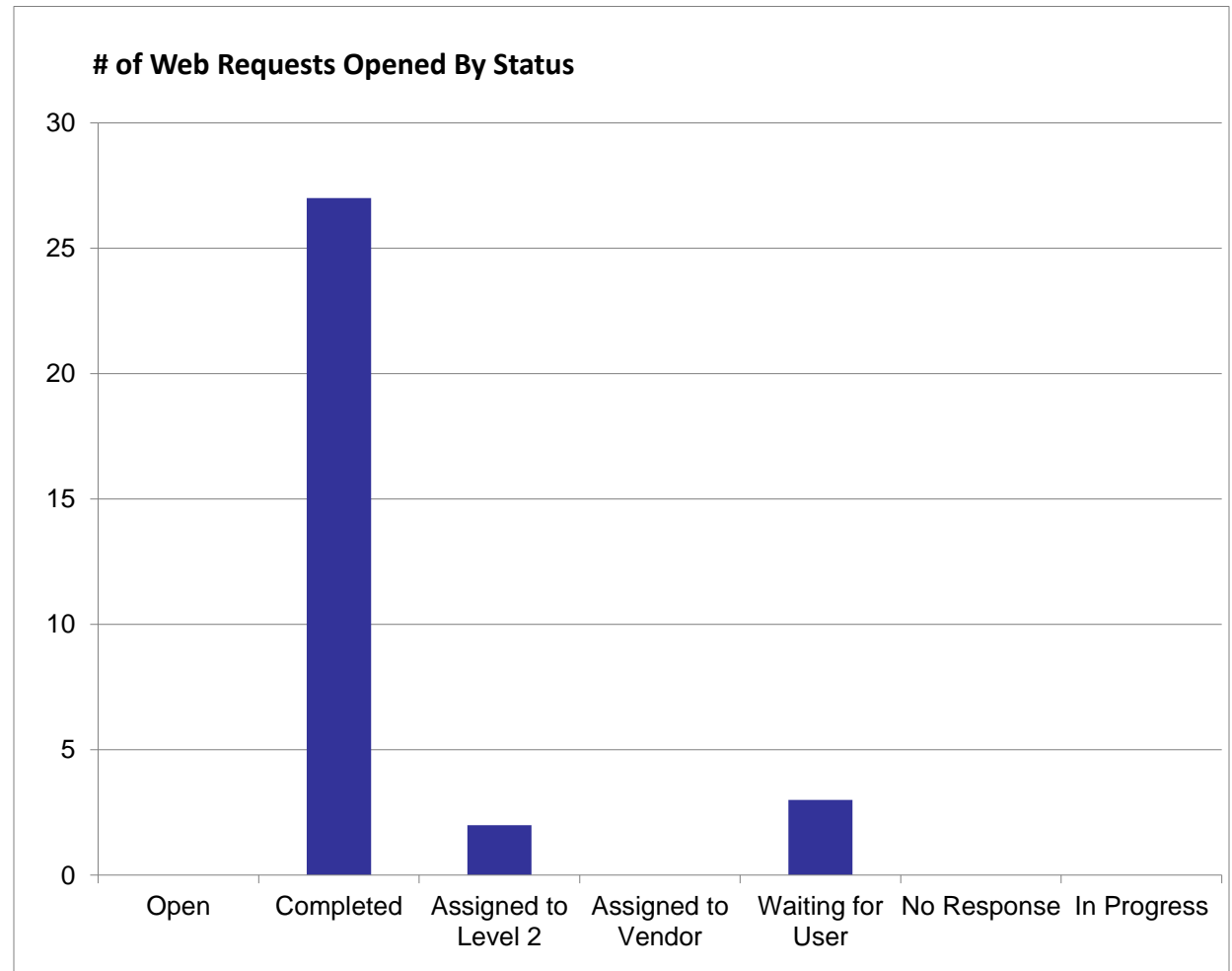
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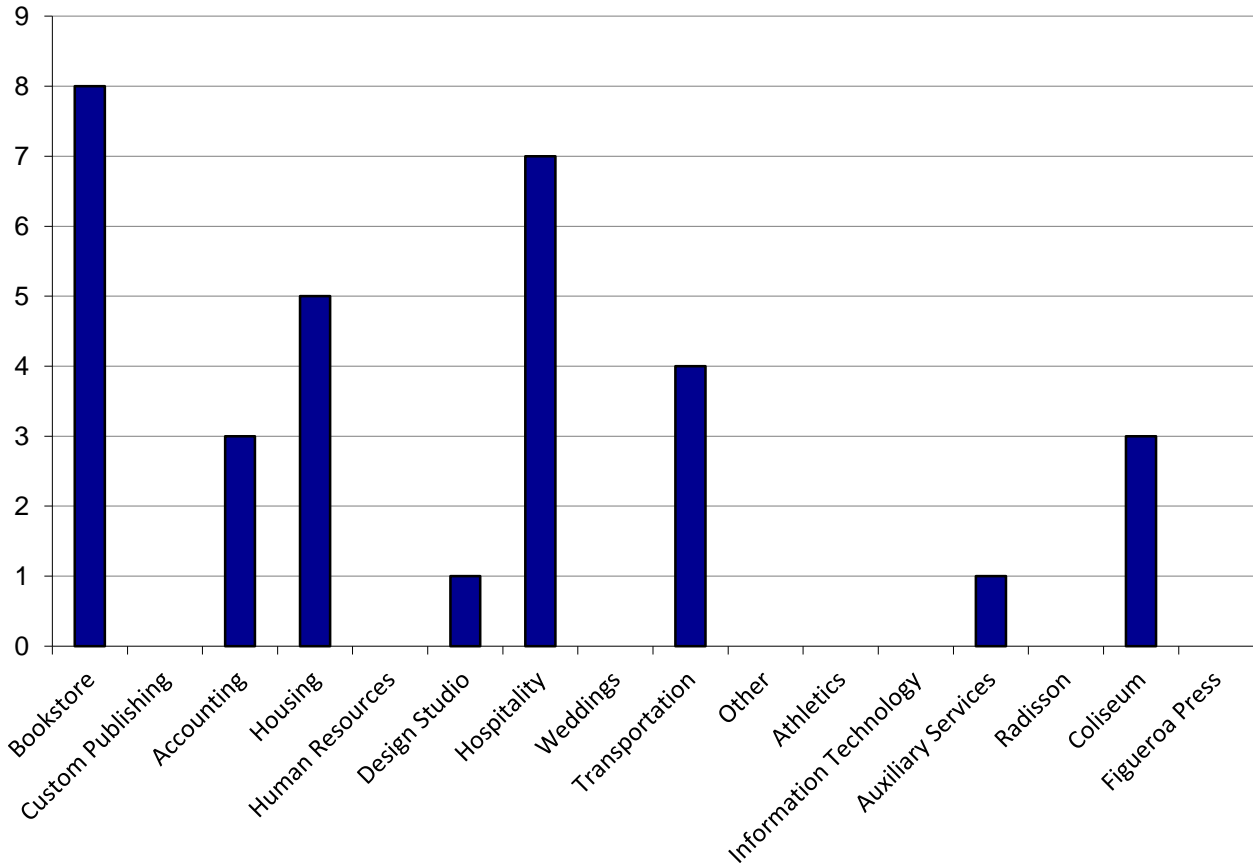
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# of Web Requests Opened By Unit







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## Service Desk Reports

### June 2018

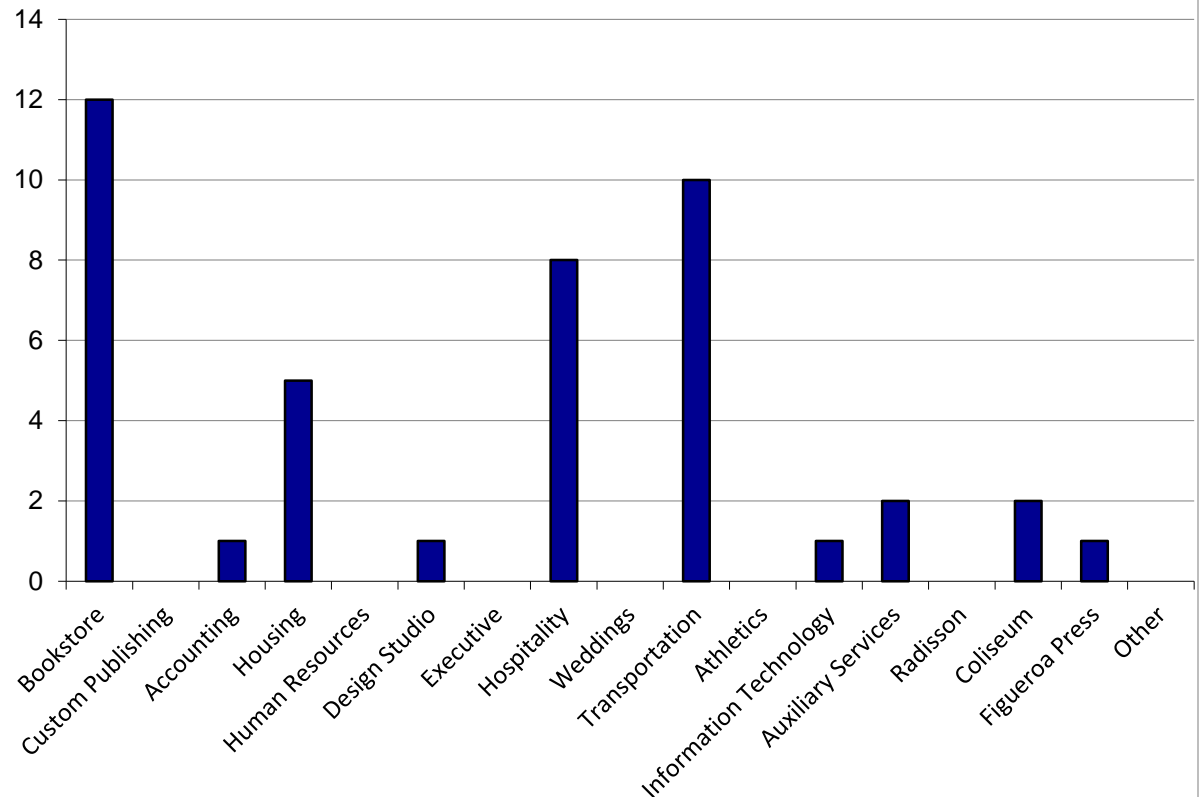
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# of Web Requests Closed By Unit





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## Website Reports

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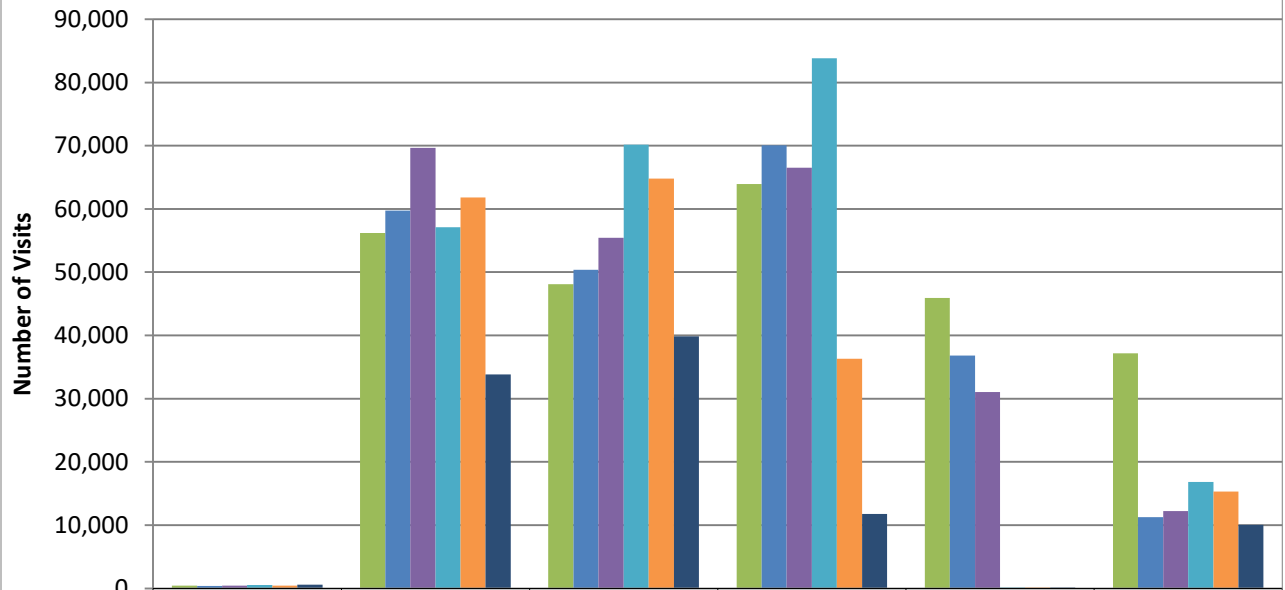
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Web Visits Per Month - BU Main Sites



	aux.usc.edu	Bookstore	Housing	Hospitality	Transportation	Coliseum
Jan-18	443	56,191	48,094	63,945	45,942	37,189
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



# USCAUXILIARYSERVICESIT

## Website Reports

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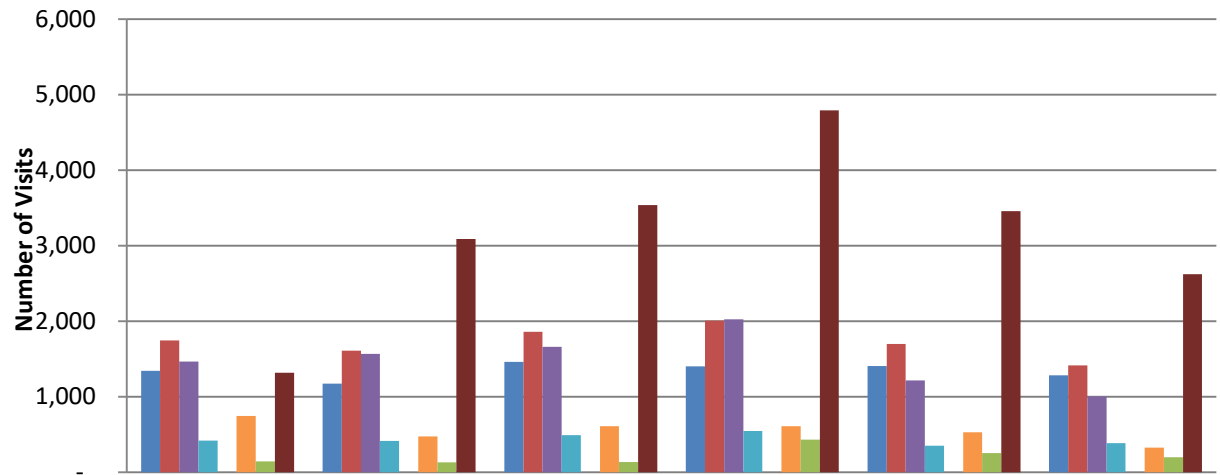
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Web Visits Per Month - HSP Micro Sites



	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18
McKays	1,343	1,174	1,462	1,401	1,407	1,283
The Lab	1,745	1,609	1,858	2,006	1,699	1,416
Moreton Fig	1,463	1,565	1,661	2,023	1,216	1,005
Rosso Oro's Pizzeria	419	415	492	547	351	382
Seeds Marketplace	-	-	-	-	-	-
Traditions	743	474	607	609	530	326
The Edmondson	142	130	135	430	252	197
University Club	1,318	3,089	3,539	4,792	3,460	2,622



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## Website Reports

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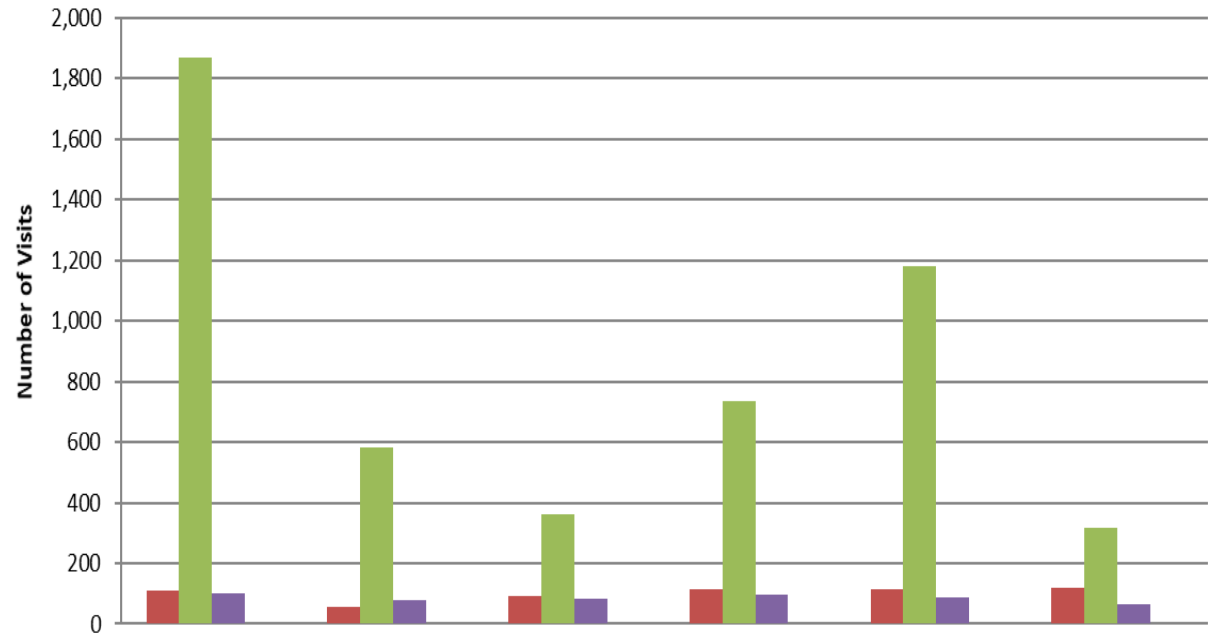
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Web Visits Per Month - Other Sites



	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18
■ Figueroa Press	109	58	90	113	116	118
■ Custom-publishing	1,867	581	362	736	1,179	318
■ USC Radisson Event	99	80	83	96	88	63
■ Weddings at USC	0	0	0	0	0	0



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## Website Reports

### June 2018

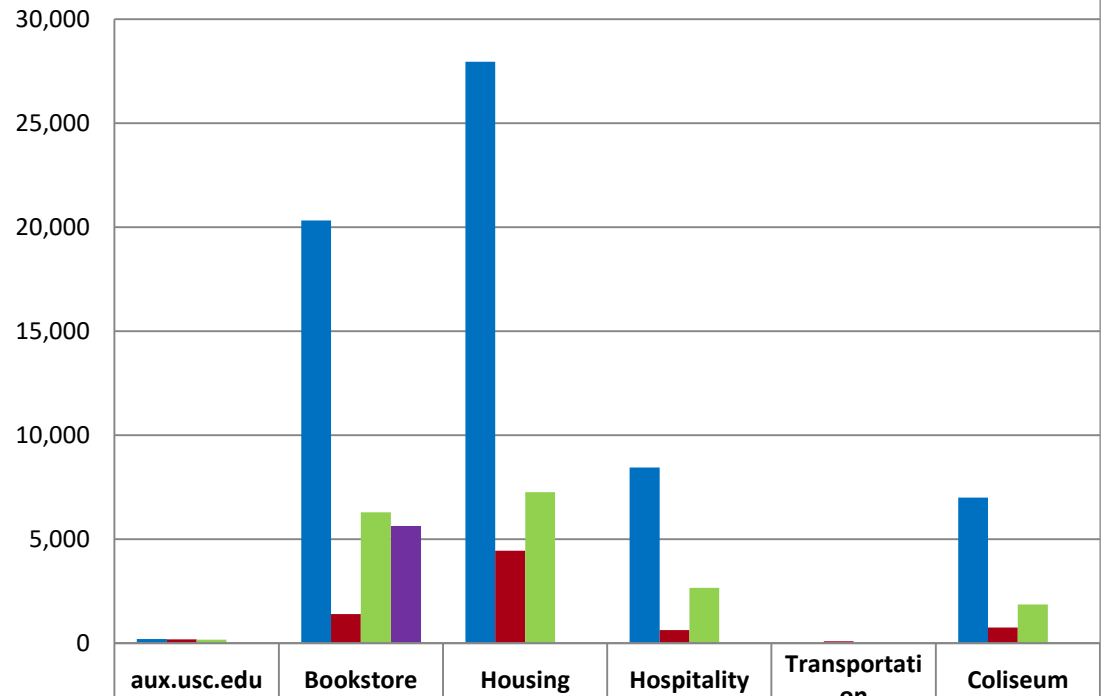
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June 2018 Traffic Sources - BU Main Sites



■ Search Engine	201	20,320	27,961	8,444	15	7,004
■ Referring Sites	190	1,404	4,453	632	100	762
■ Direct Traffic	168	6,296	7,263	2,668	37	1,867
■ Campaigns	0	5,599	0	0	0	0





# USCAUXILIARYSERVICESIT

## Website Reports

### June 2018

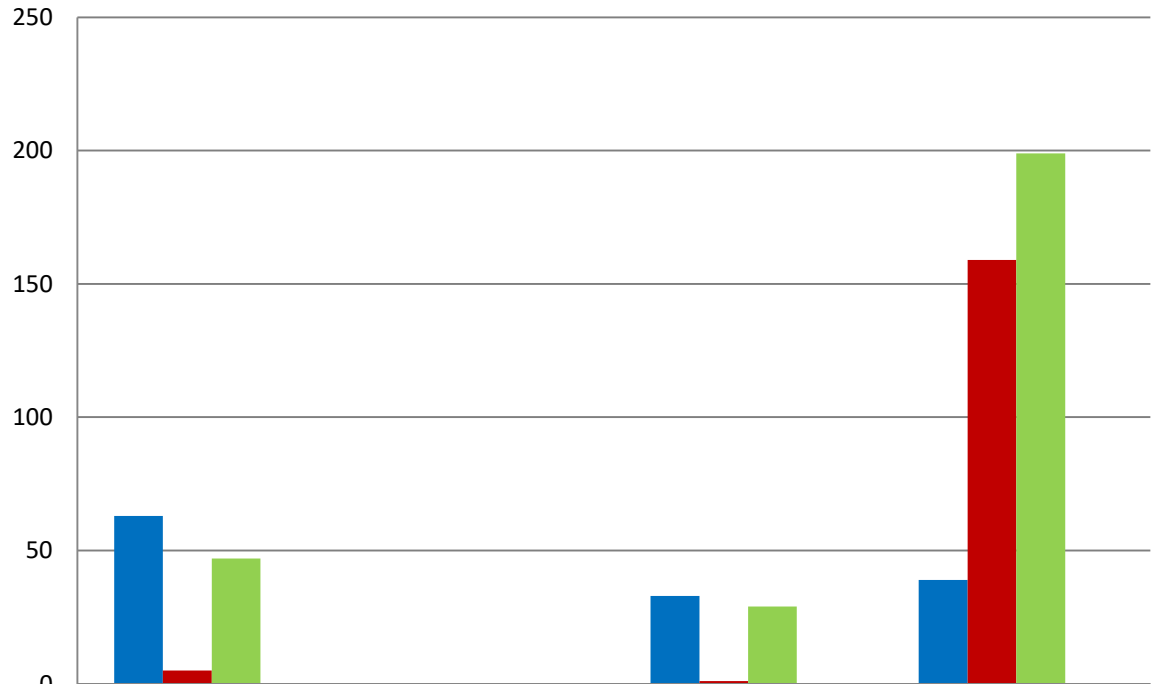
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June 2018 Traffic Sources - Other Sites



	Figueroa Press	Weddings at USC	USC Radisson Event	Custom-publishing
Search Engine	63	0	33	39
Referring Sites	5	0	1	159
Direct Traffic	47	0	29	199
Campaigns	0	0	0	0



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## Website Reports

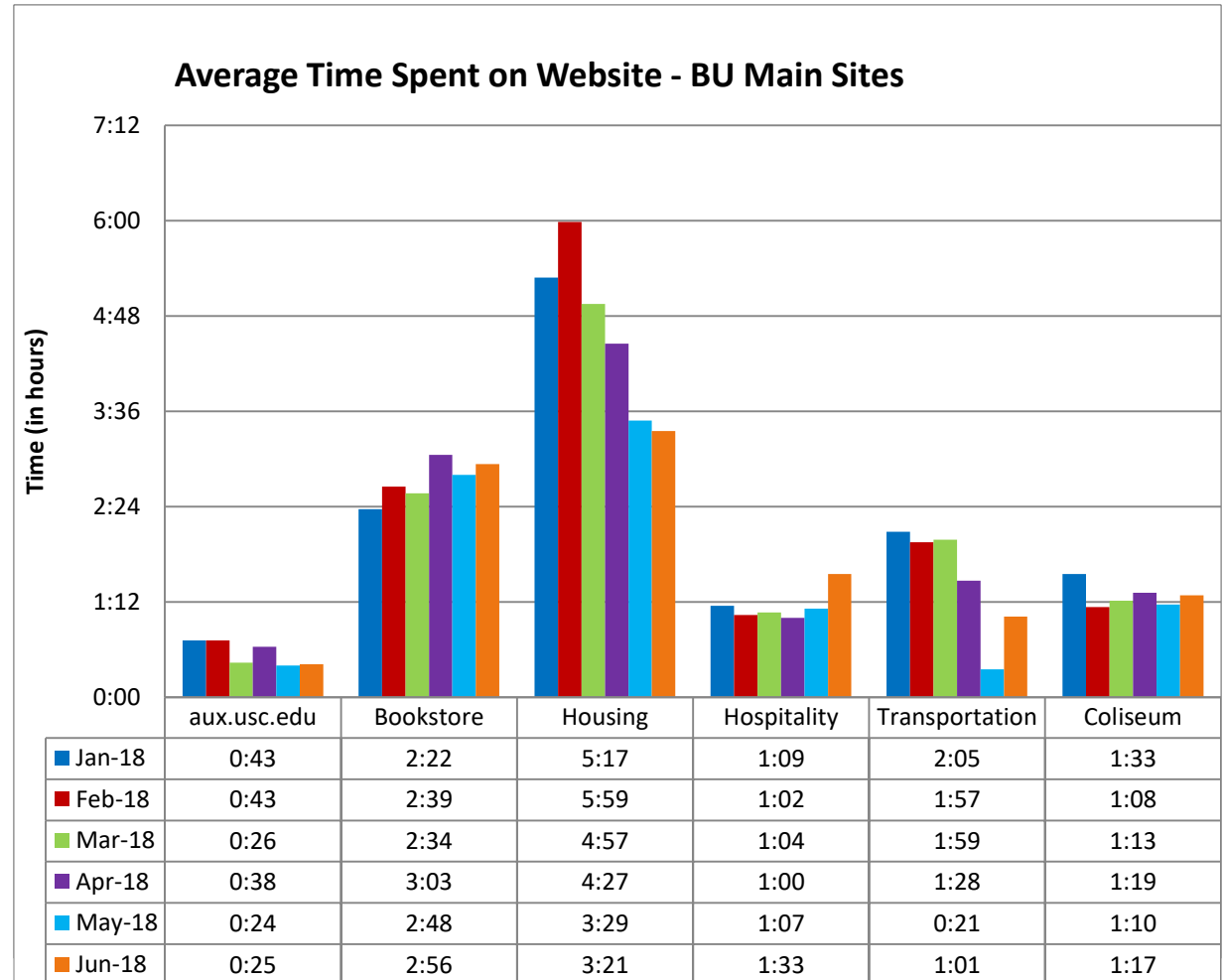
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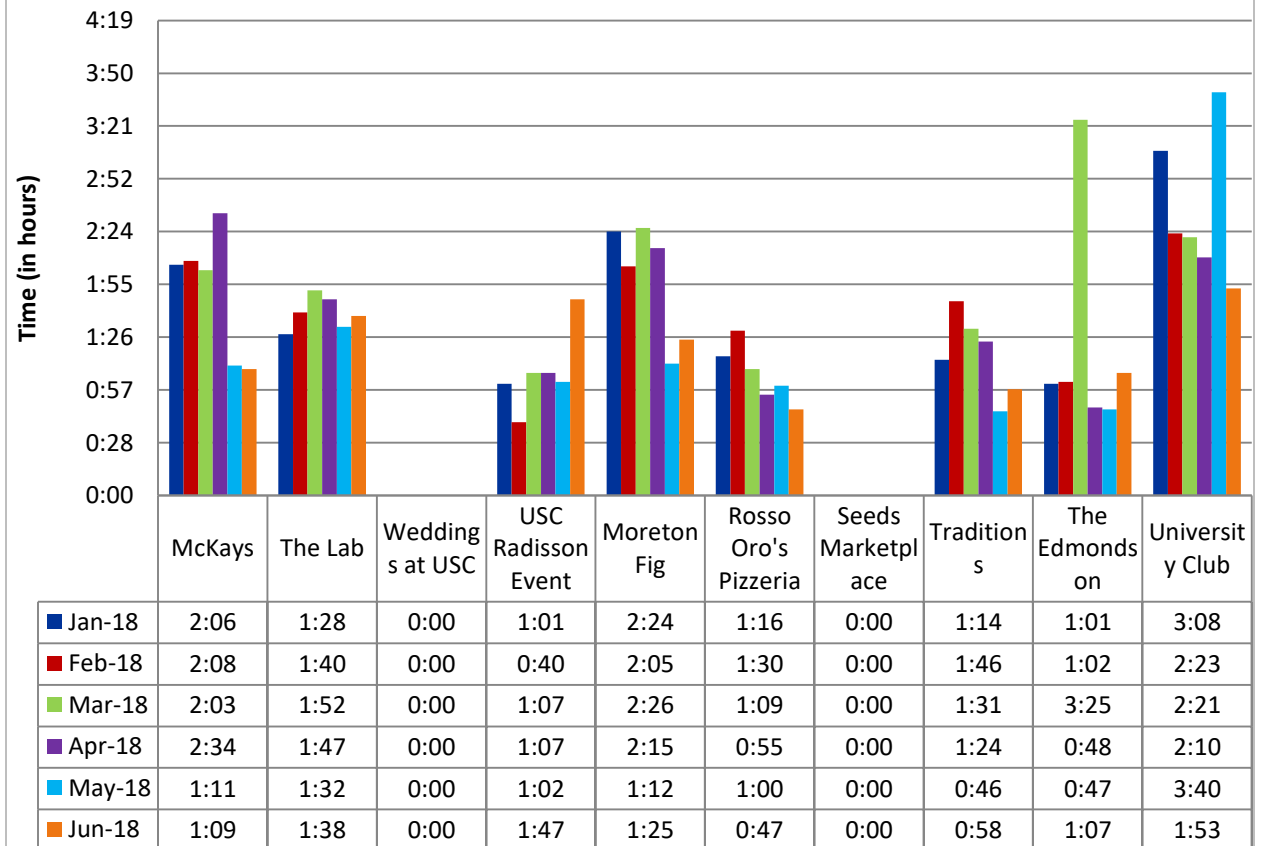
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**Average Time Spent on Website - HSP Micro Sites**





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## Website Reports

### June 2018

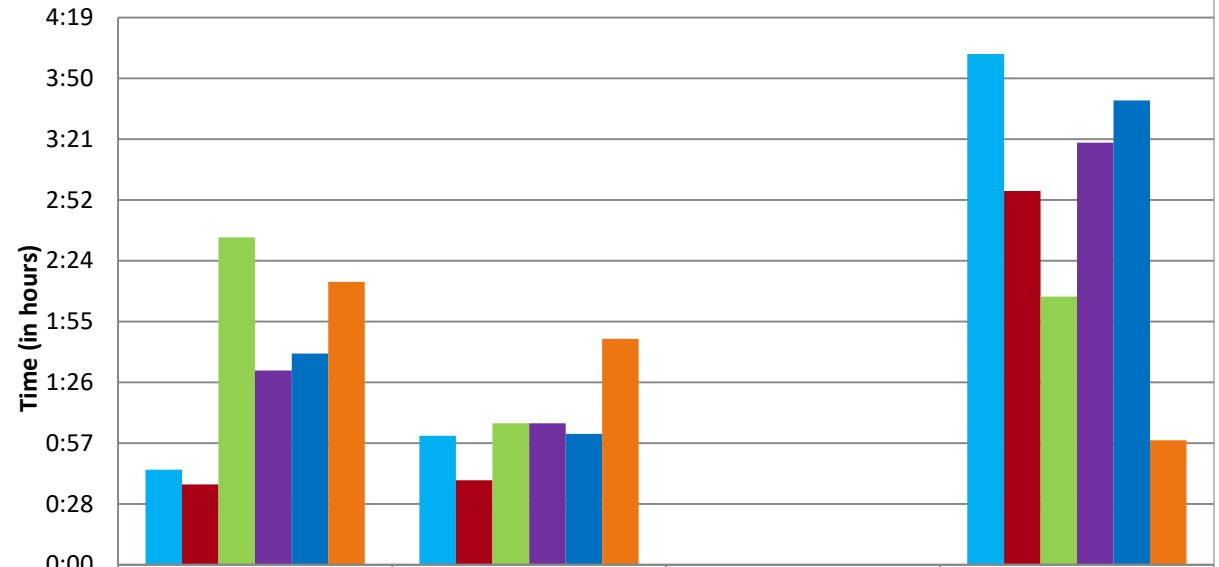
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Average Time Spent on Website - Other Sites



	Figueroa Press	USC Radisson Event	Weddings at USC	Custom-publishing
Jan-18	0:45	1:01	0:00	4:02
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



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## Website Reports

### June 2018

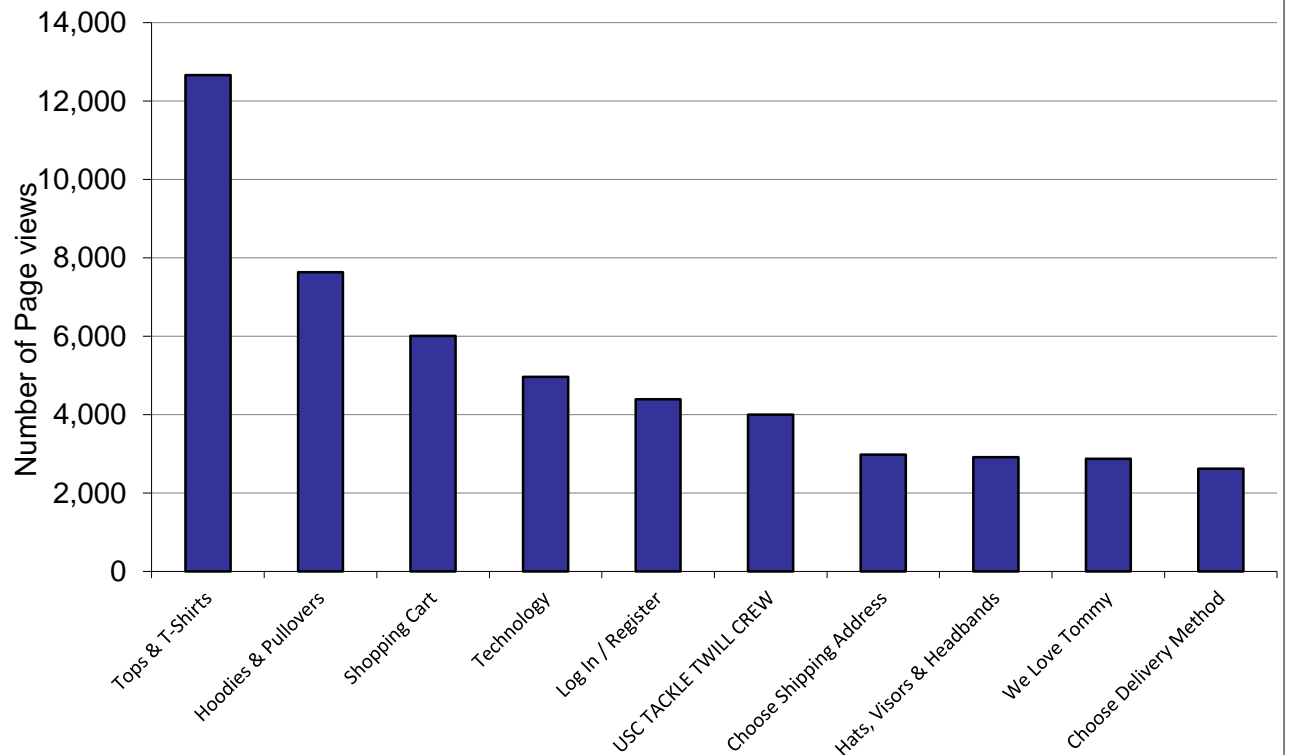
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Bookstore Charts 10 Most Viewed Pages -June 2018





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## Website Reports June 2018

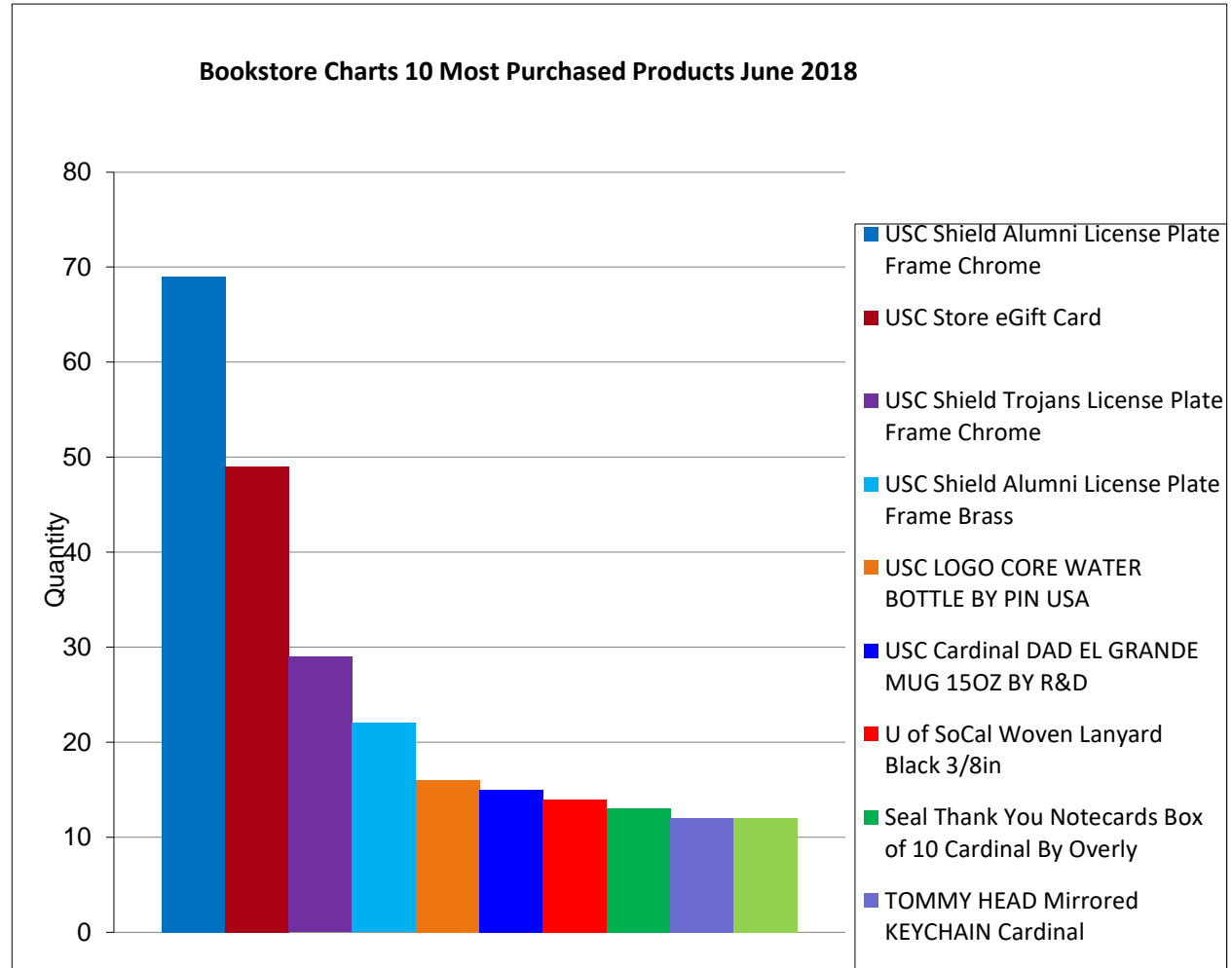
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Bookstore Charts 10 Most Purchased Products June 2018





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## Website Reports June 2018

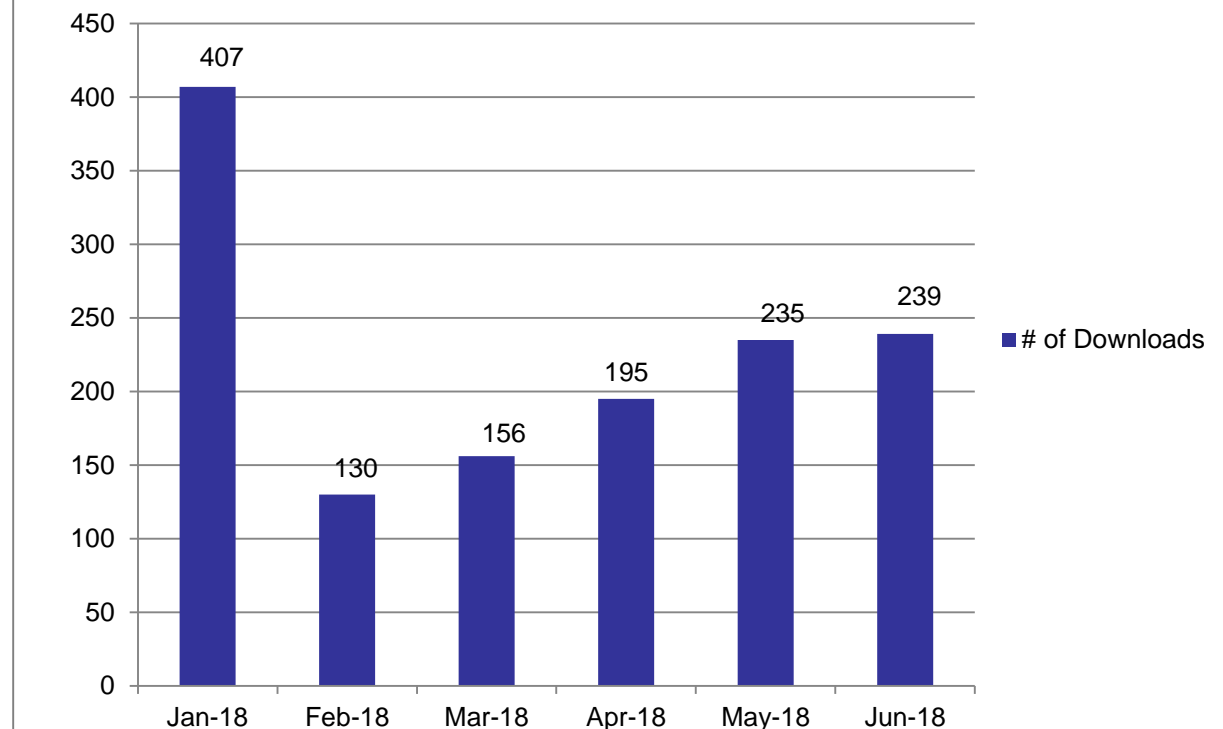
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**# of Downloads  
TSP Mobile App Stats**





# USCAUXILIARYSERVICESIT

## Email Campaign Reports

### June 2018

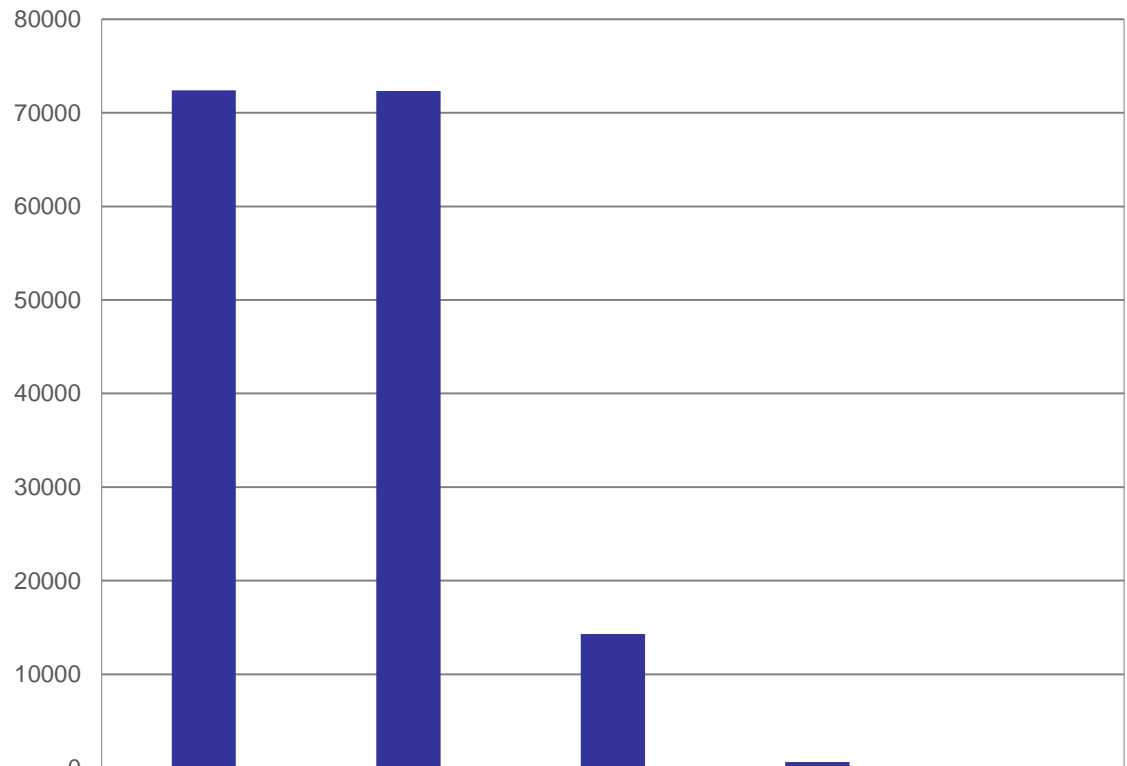
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Trojans Are Track & Field Champs! - 06/14/2018



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
■ BKS List	72404	72338	14314	614	58



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## Email Campaign Reports

### June 2018

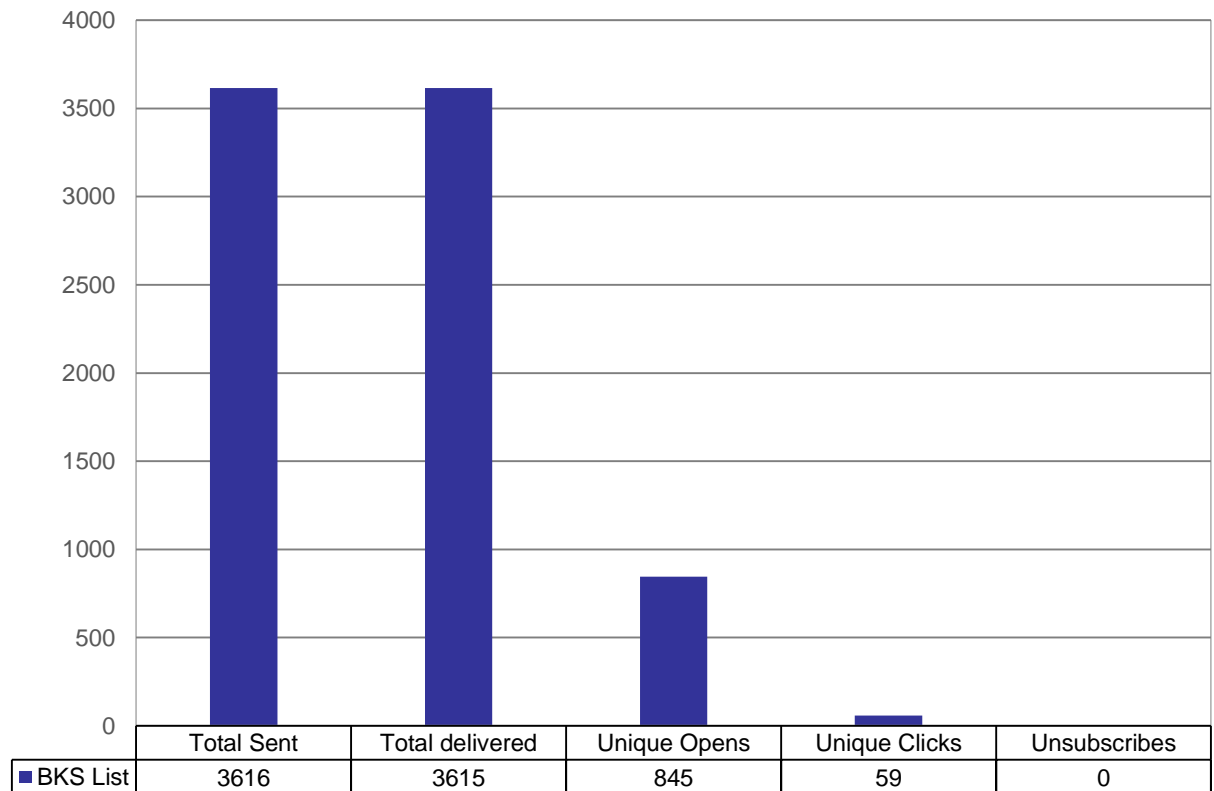
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Online Exclusive: Our Favorite Nike Tops! 06/16/2018





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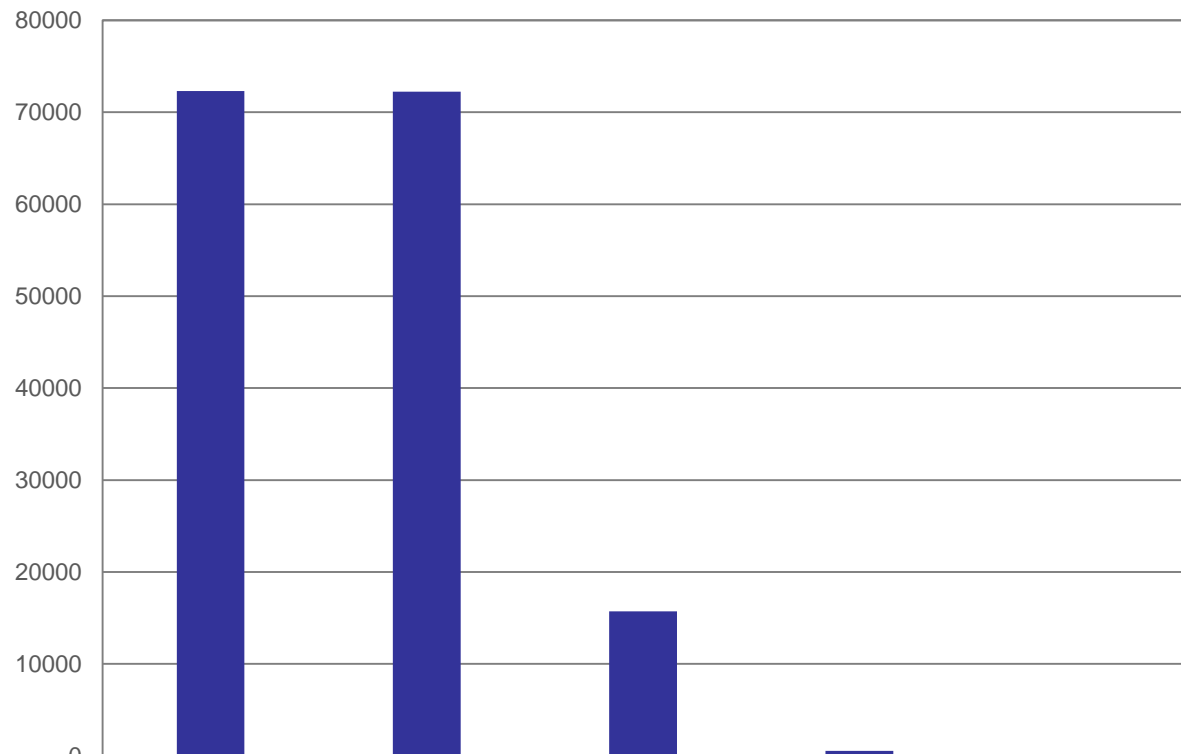
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Apple Summer Savings - Only until June 30! - 06/20/2018



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
■ BKS List	72291	72242	15723	547	75





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## Email Campaign Reports

### June 2018

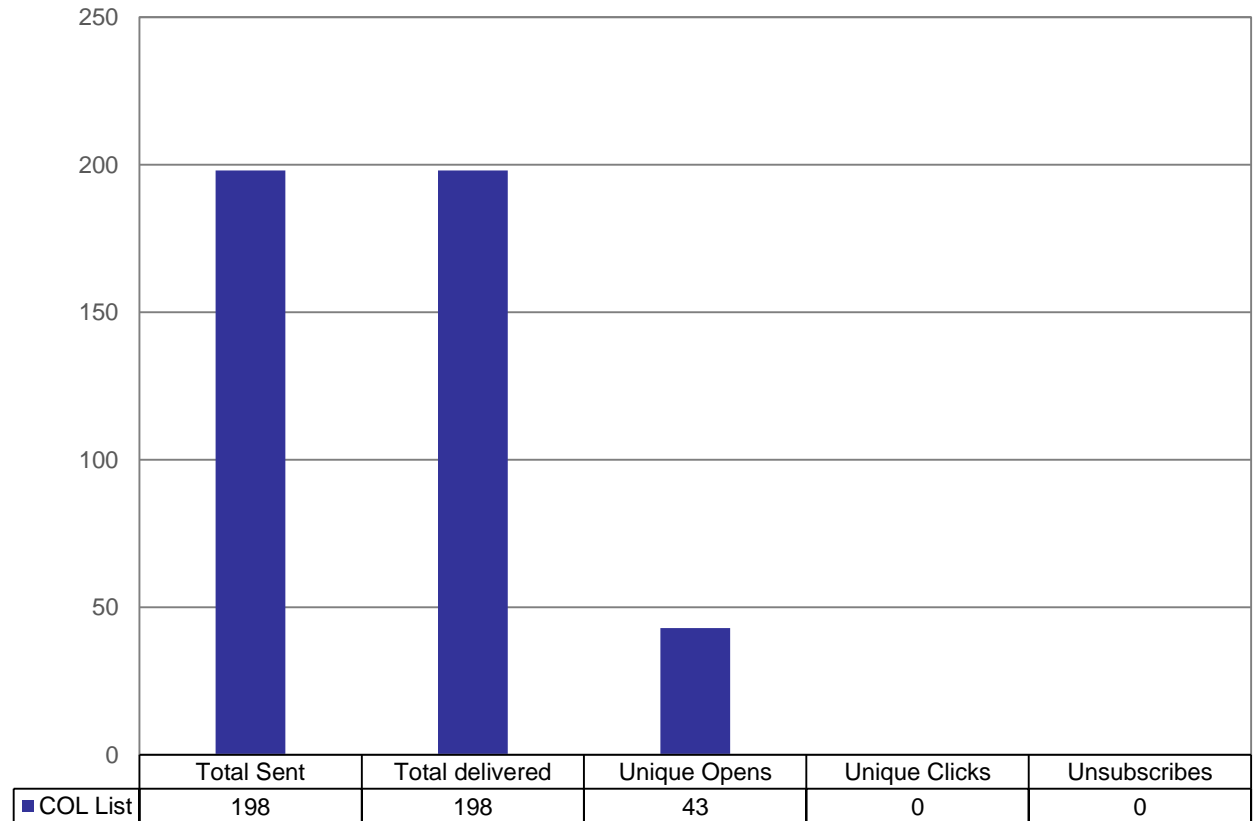
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On This Day in History at the Los Angeles Memorial Coliseum - 06/01/2018





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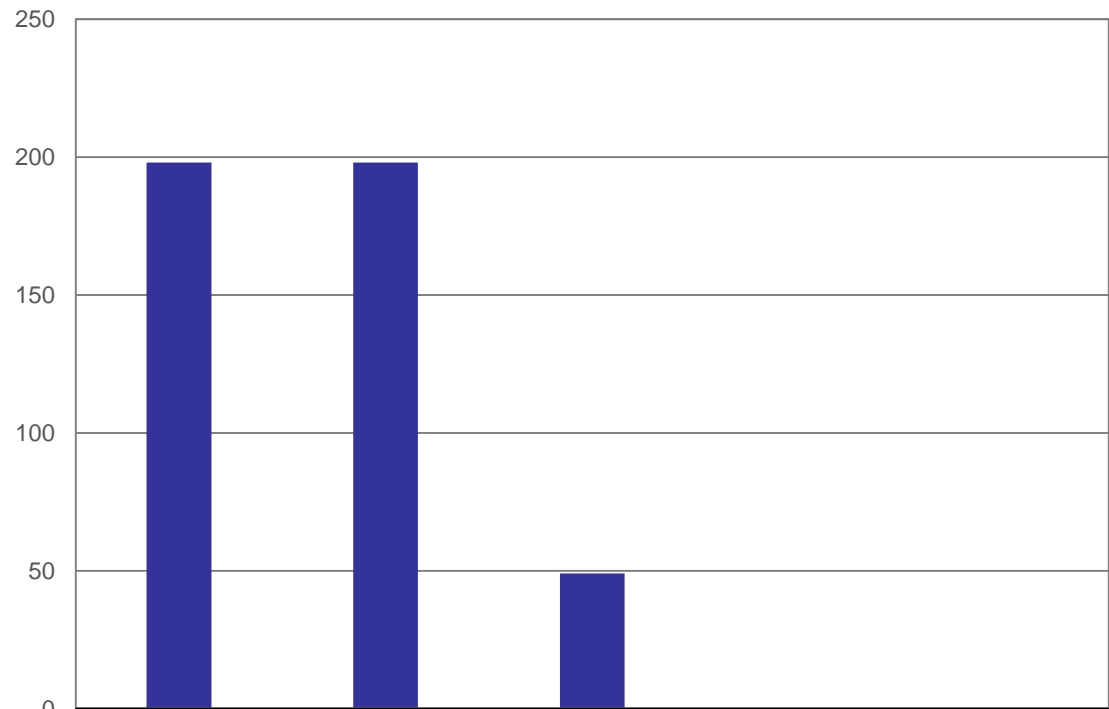
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On This Day in History at the Los Angeles Memorial  
Coliseum - 06/09/2018



COL List

198

198

49

0

0



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## Email Campaign Reports

### June 2018

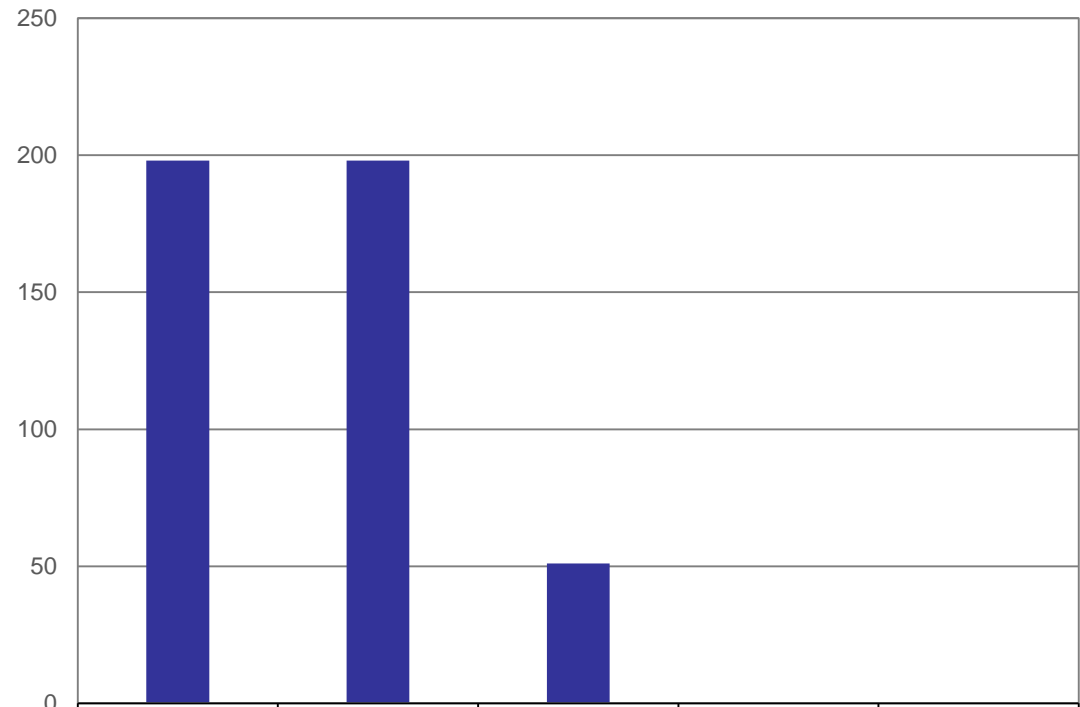
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On This Day in History at the Los Angeles Memorial Coliseum - 06/15/2018



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
■ COL List	198	198	51	0	0



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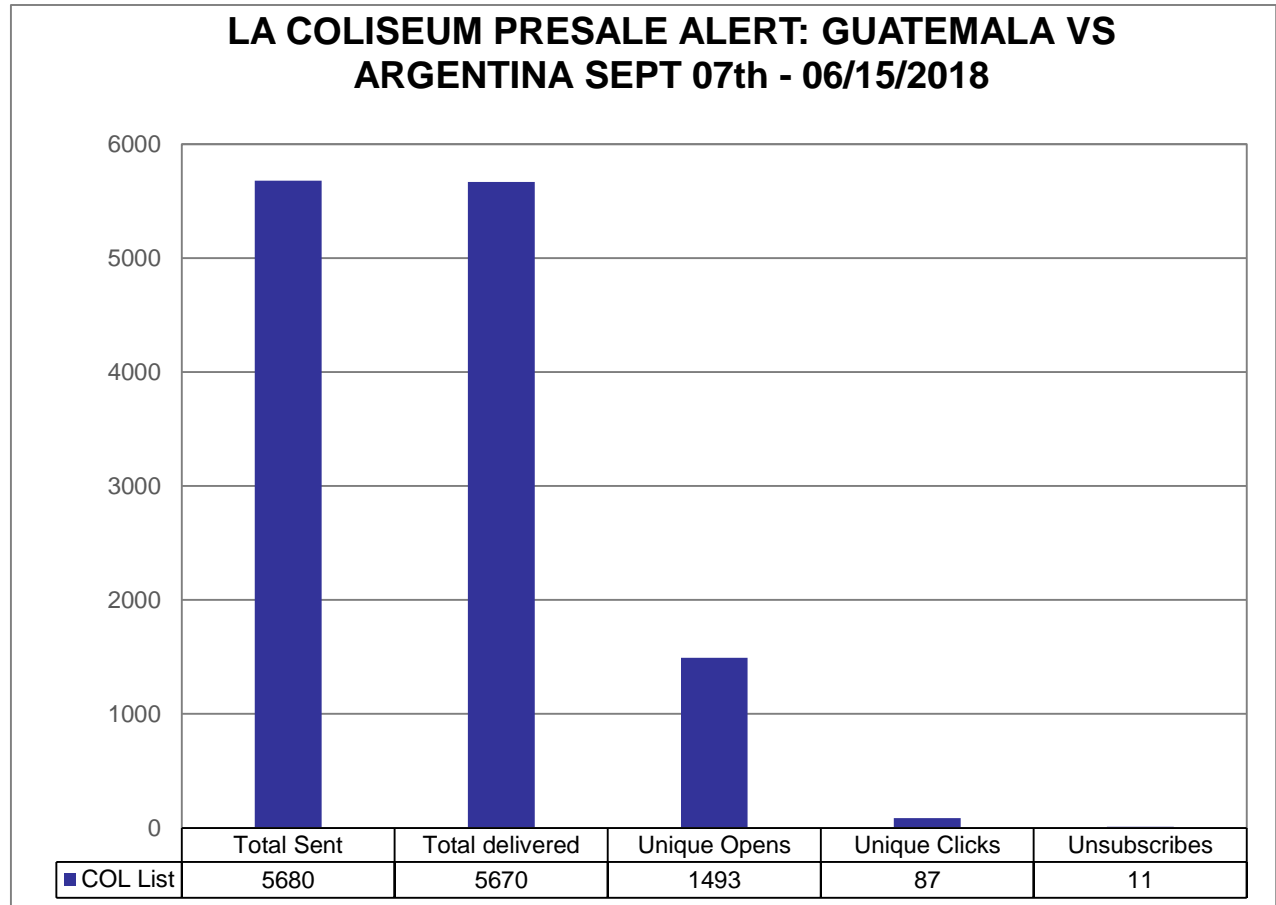
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LA COLISEUM PRESALE ALERT: GUATEMALA VS  
ARGENTINA SEPT 07th - 06/15/2018





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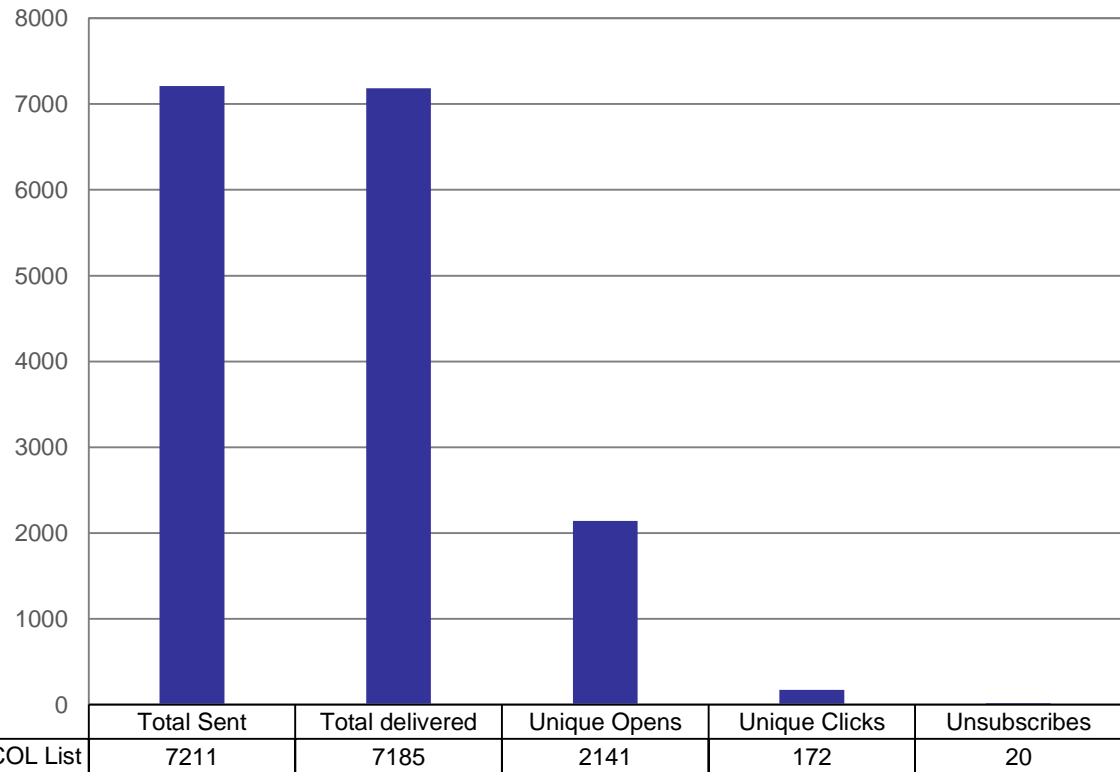
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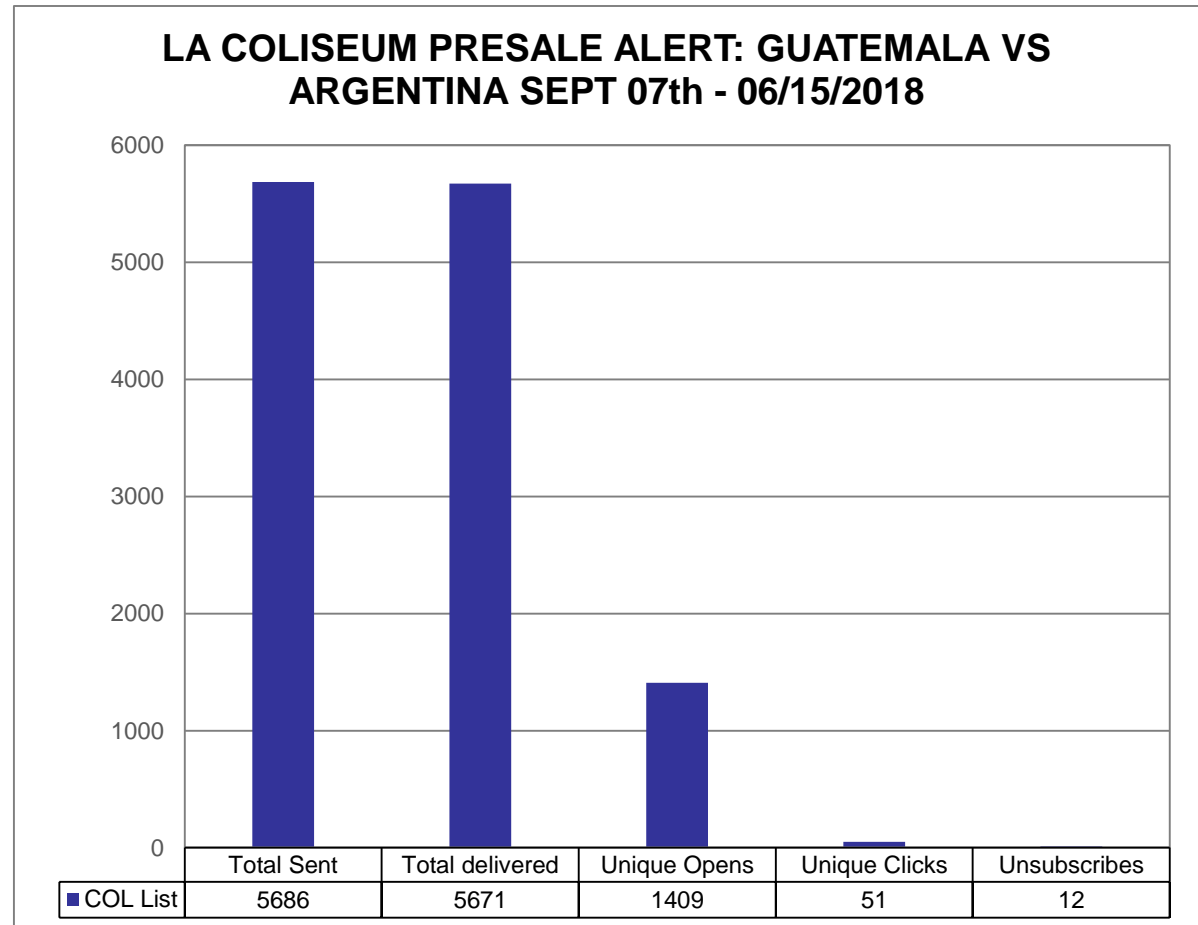
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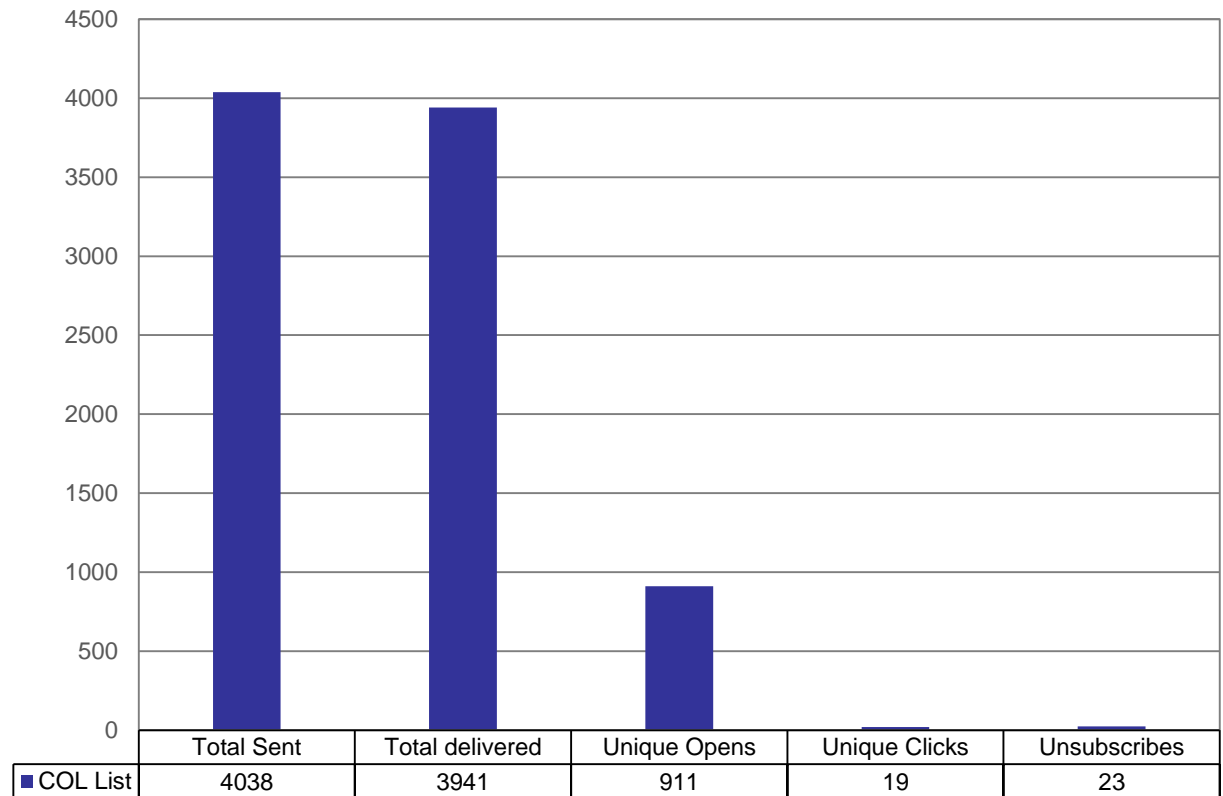
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ARGENTINA SEPT 07th - 06/15/2018





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## Email Campaign Reports

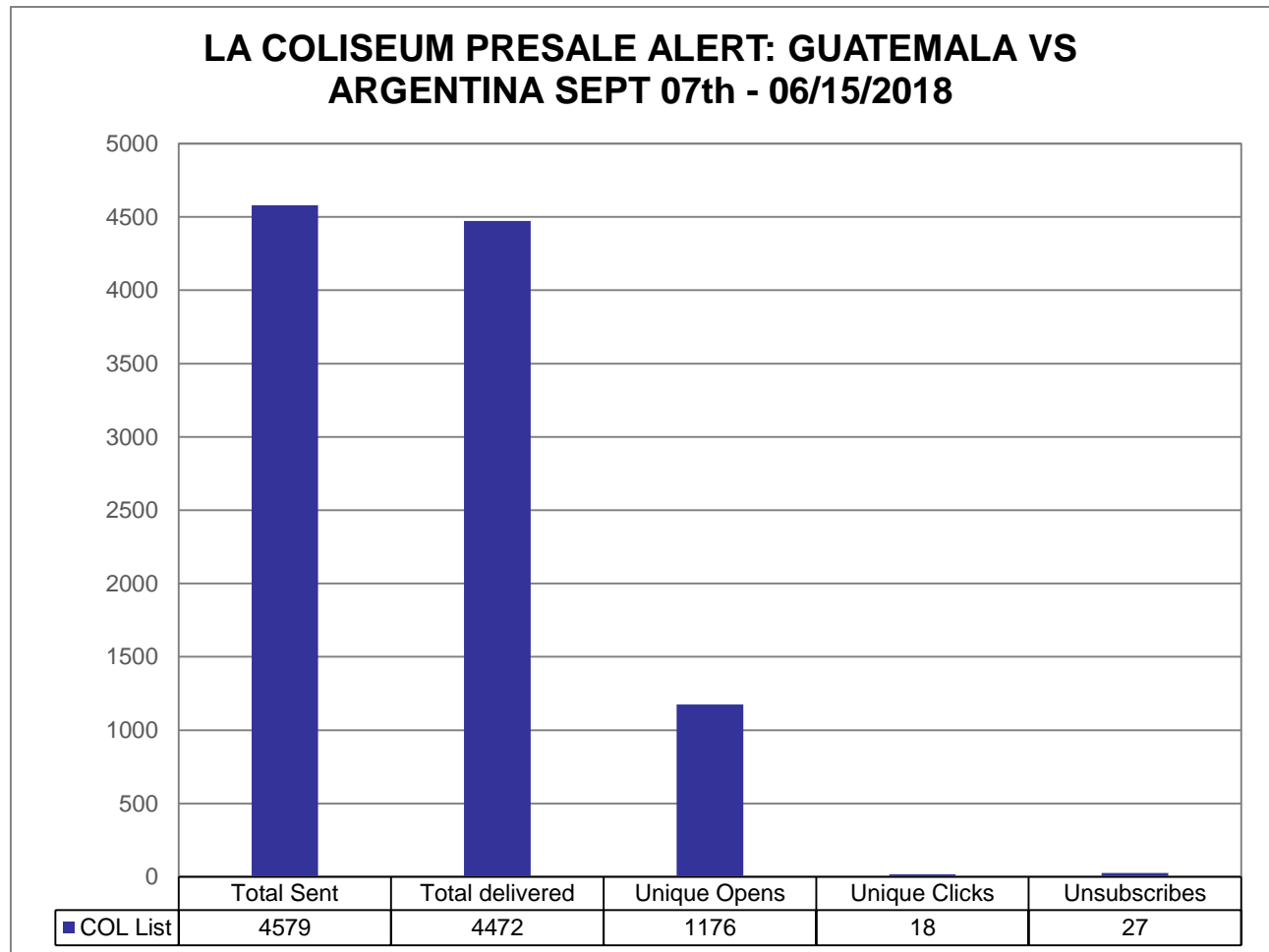
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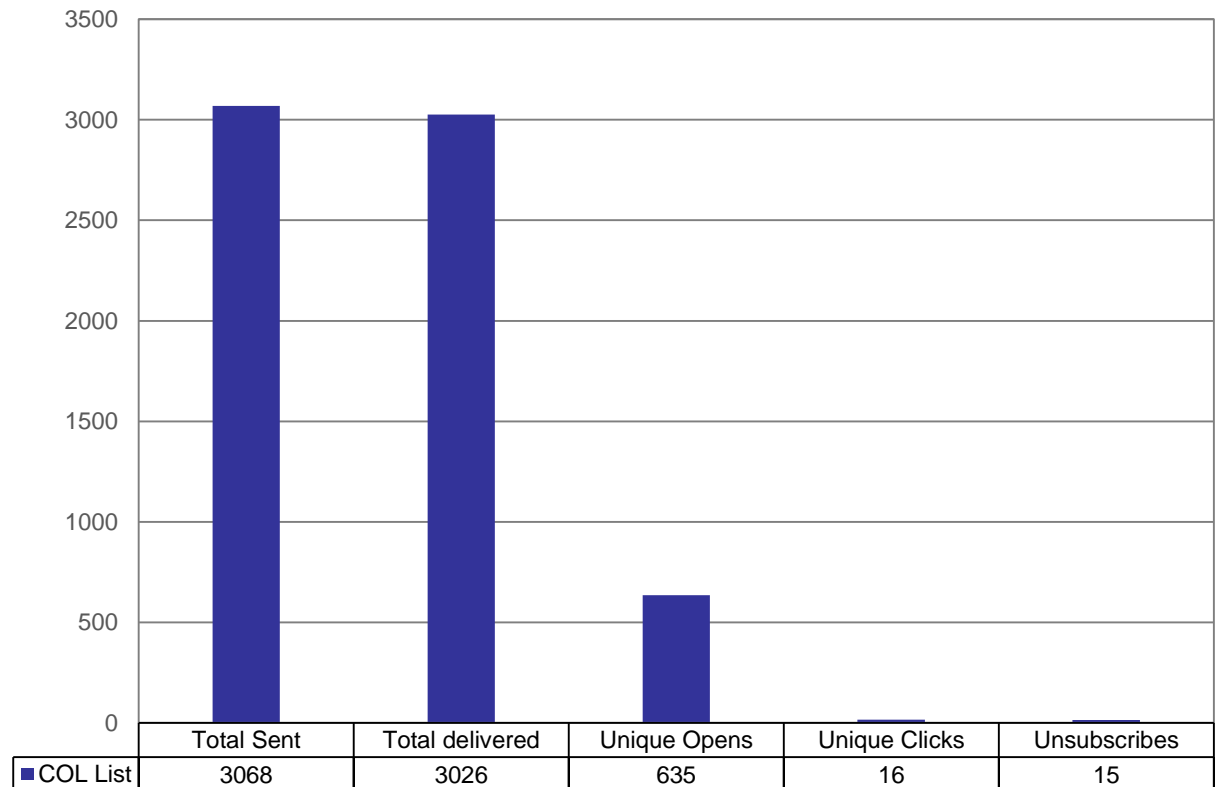
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ARGENTINA SEPT 07th - 06/15/2018**





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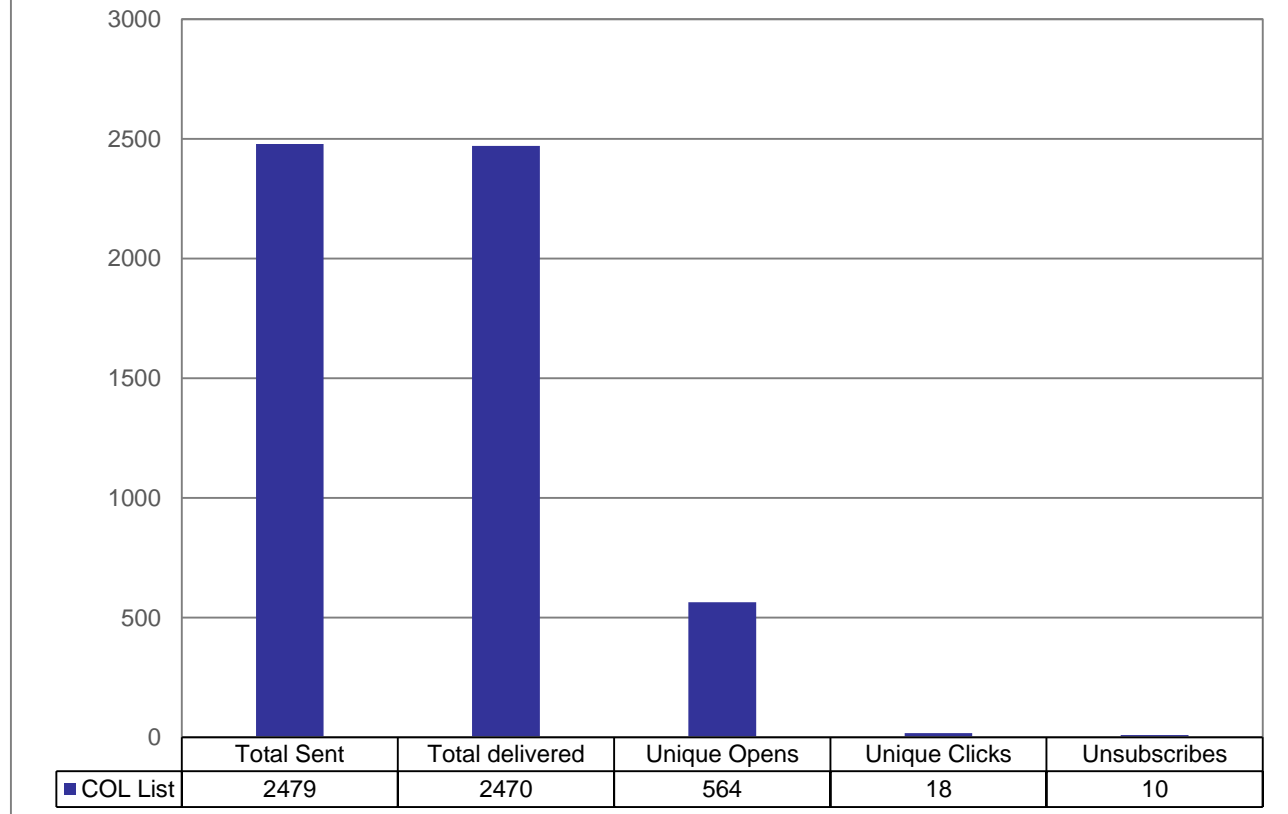
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# USCAUXILIARYSERVICESIT

## Email Campaign Reports

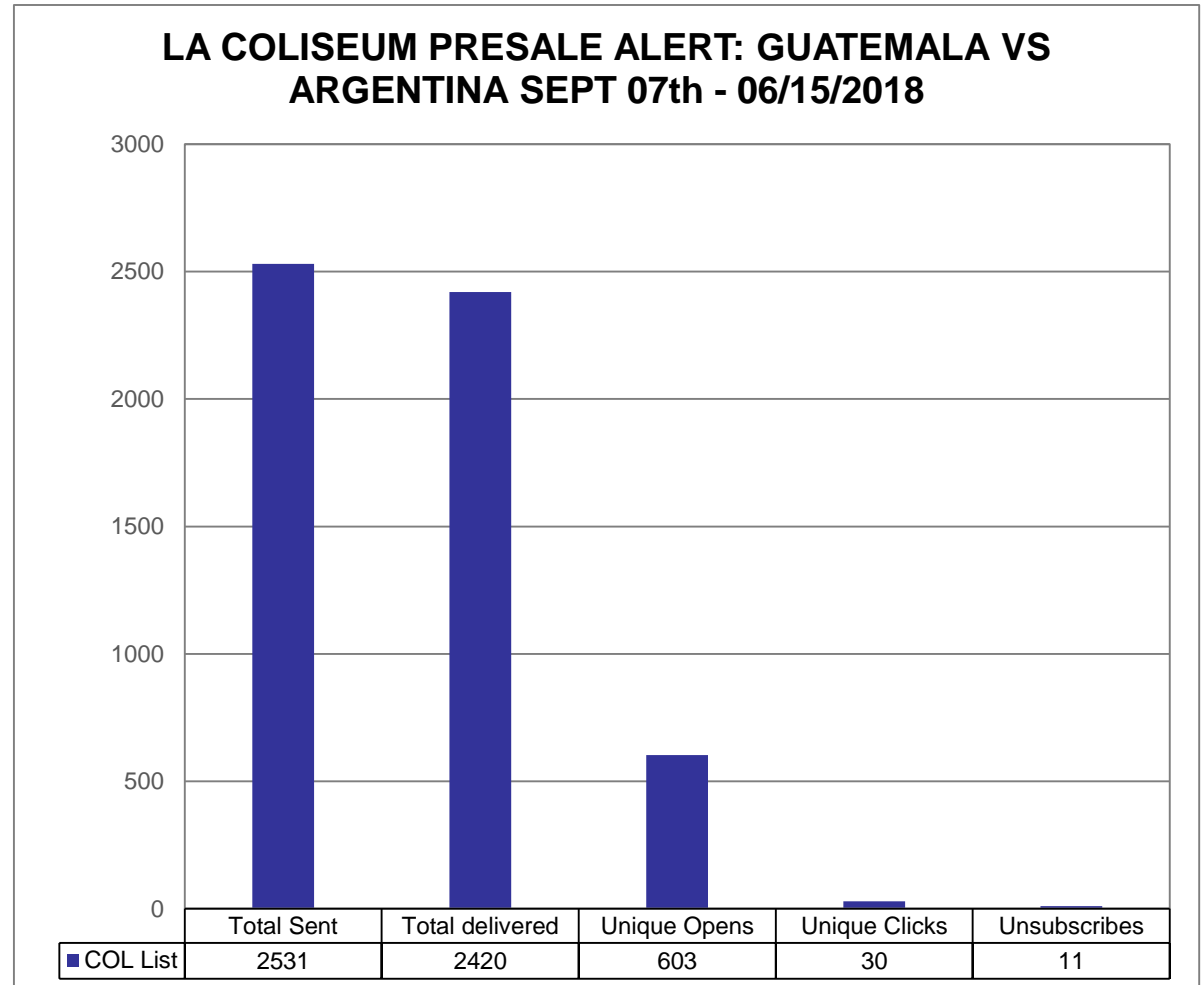
### June 2018

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## Email Campaign Reports

### June 2018

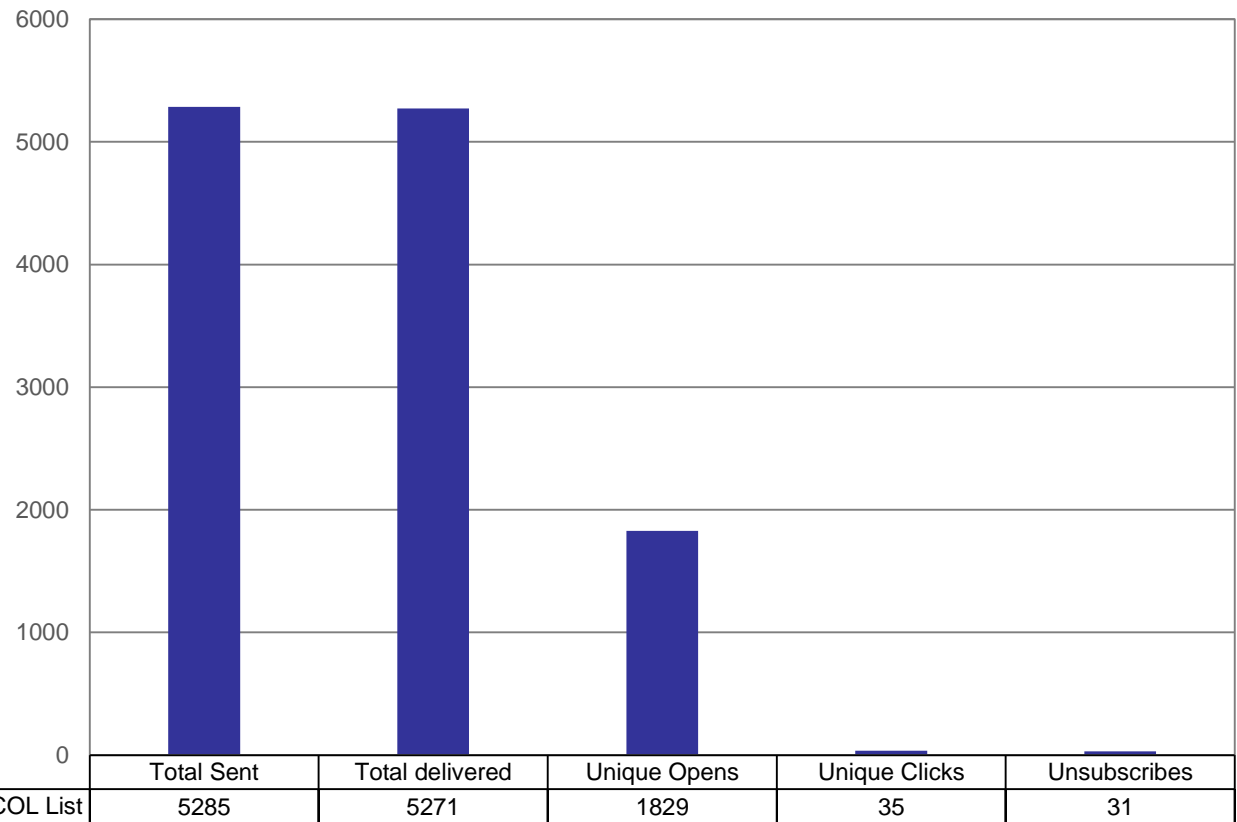
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**LA COLISEUM PRESALE ALERT: GUATEMALA VS  
ARGENTINA SEPT 07th - 06/15/2018**





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### June 2018

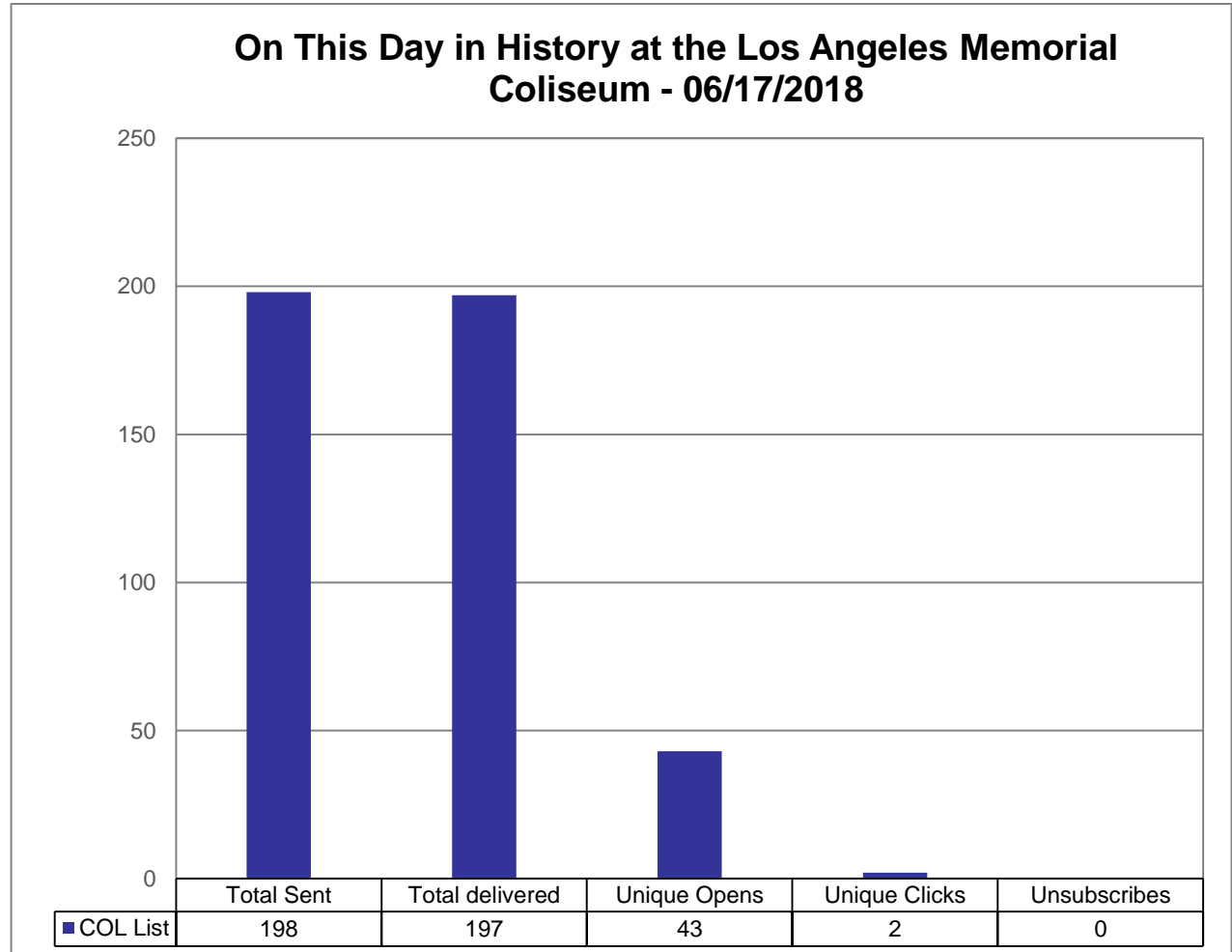
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On This Day in History at the Los Angeles Memorial Coliseum - 06/17/2018





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## Email Campaign Reports

### June 2018

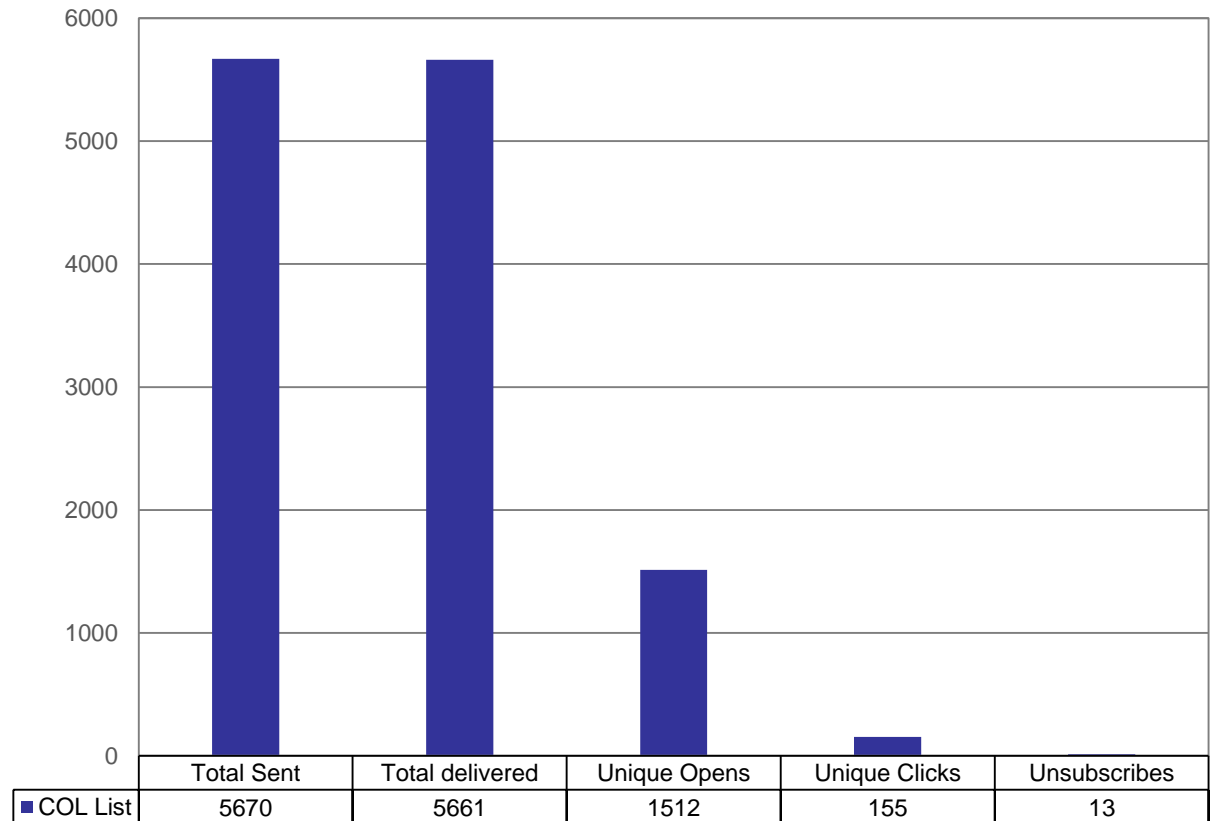
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Historic Coliseum Seats - We need your opinion -  
06/19/2018





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### June 2018

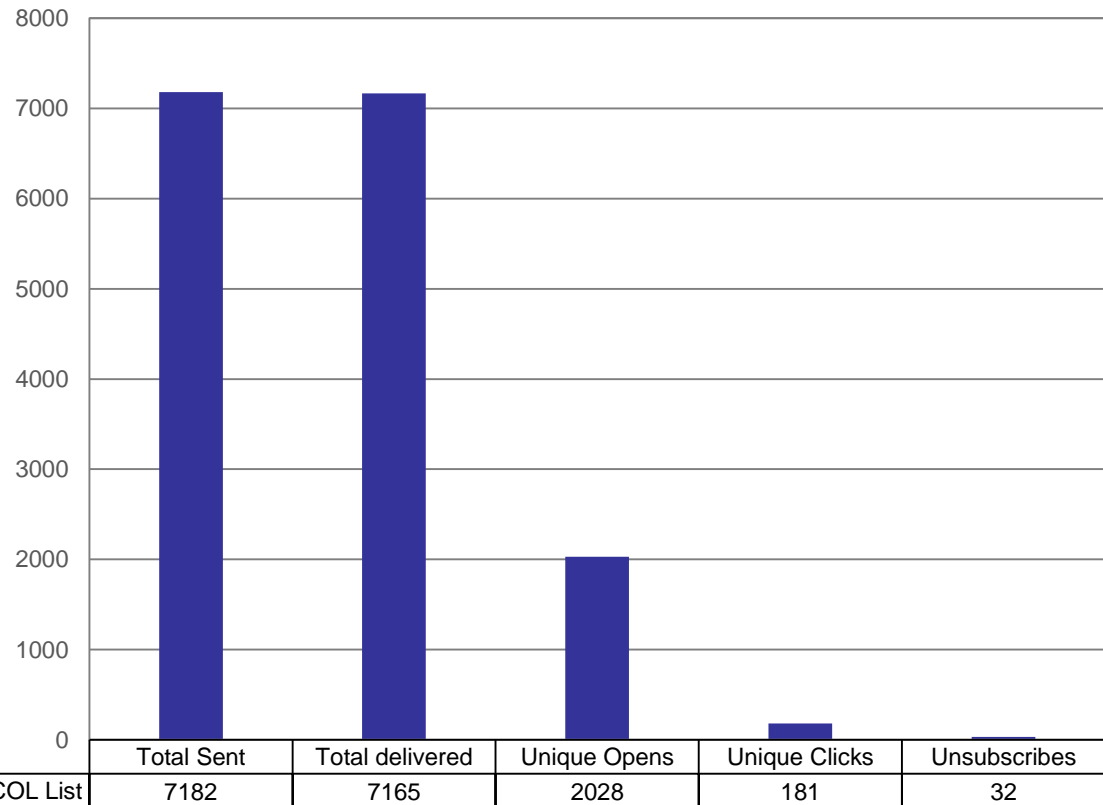
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Historic Coliseum Seats - We need your opinion -  
06/20/2018





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## Email Campaign Reports

### June 2018

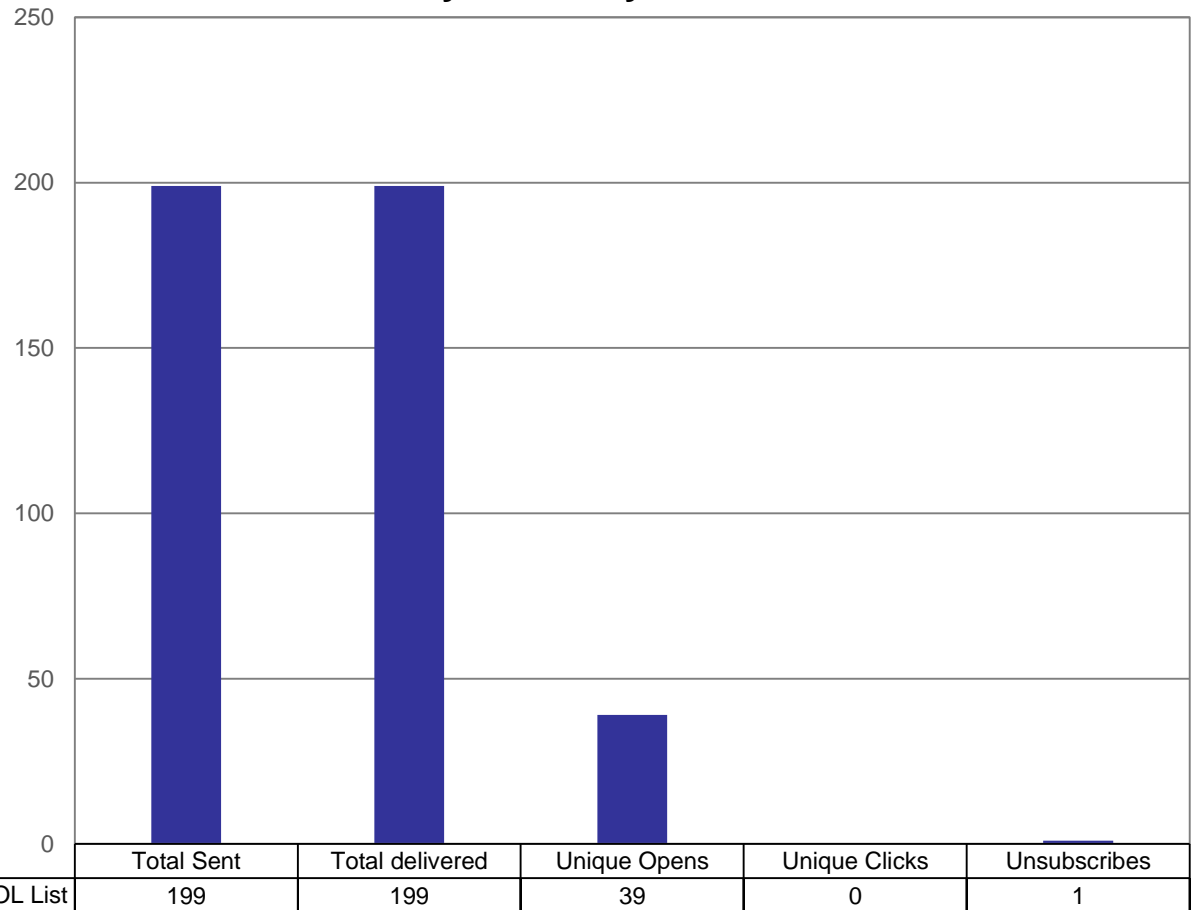
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On This Day In History - 06/29/2018







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## Email Campaign Reports

### June 2018

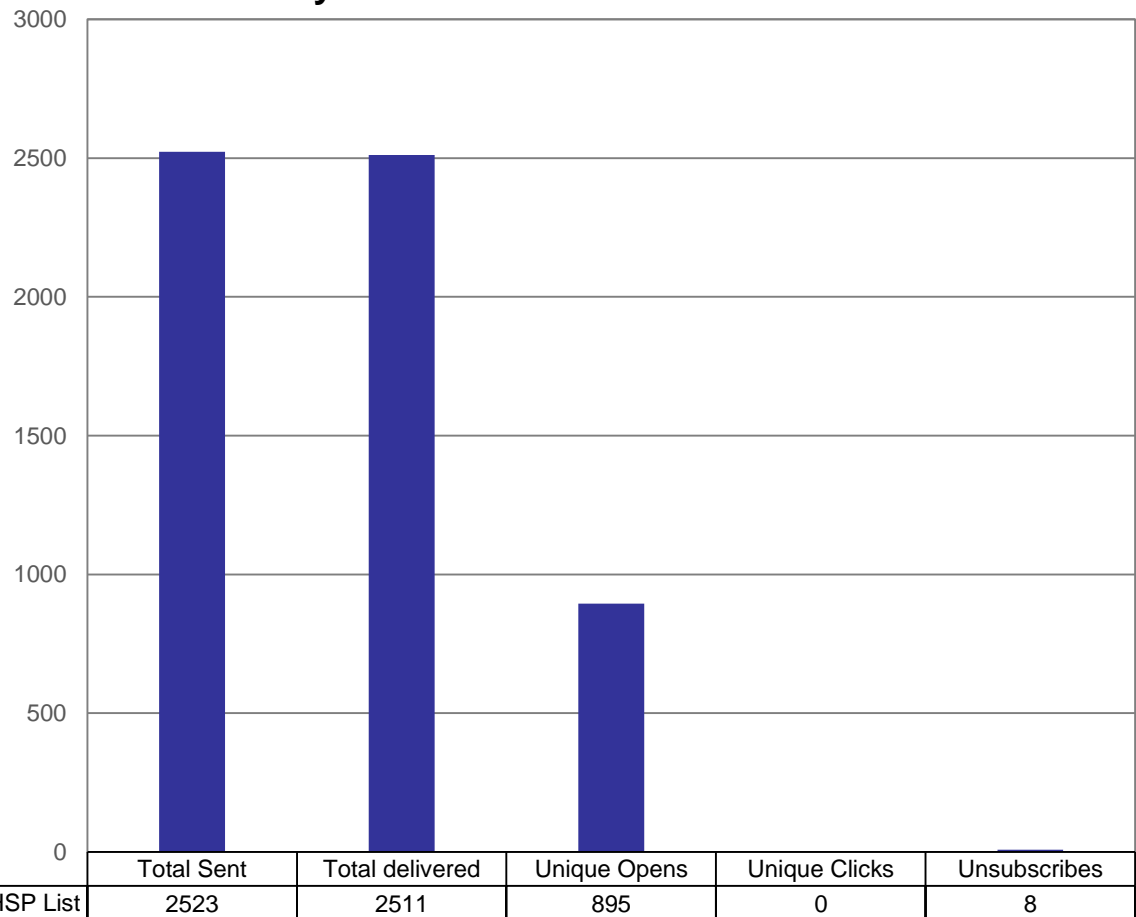
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University Club of USC - Year in Review - 06/01/2018





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## Email Campaign Reports

### June 2018

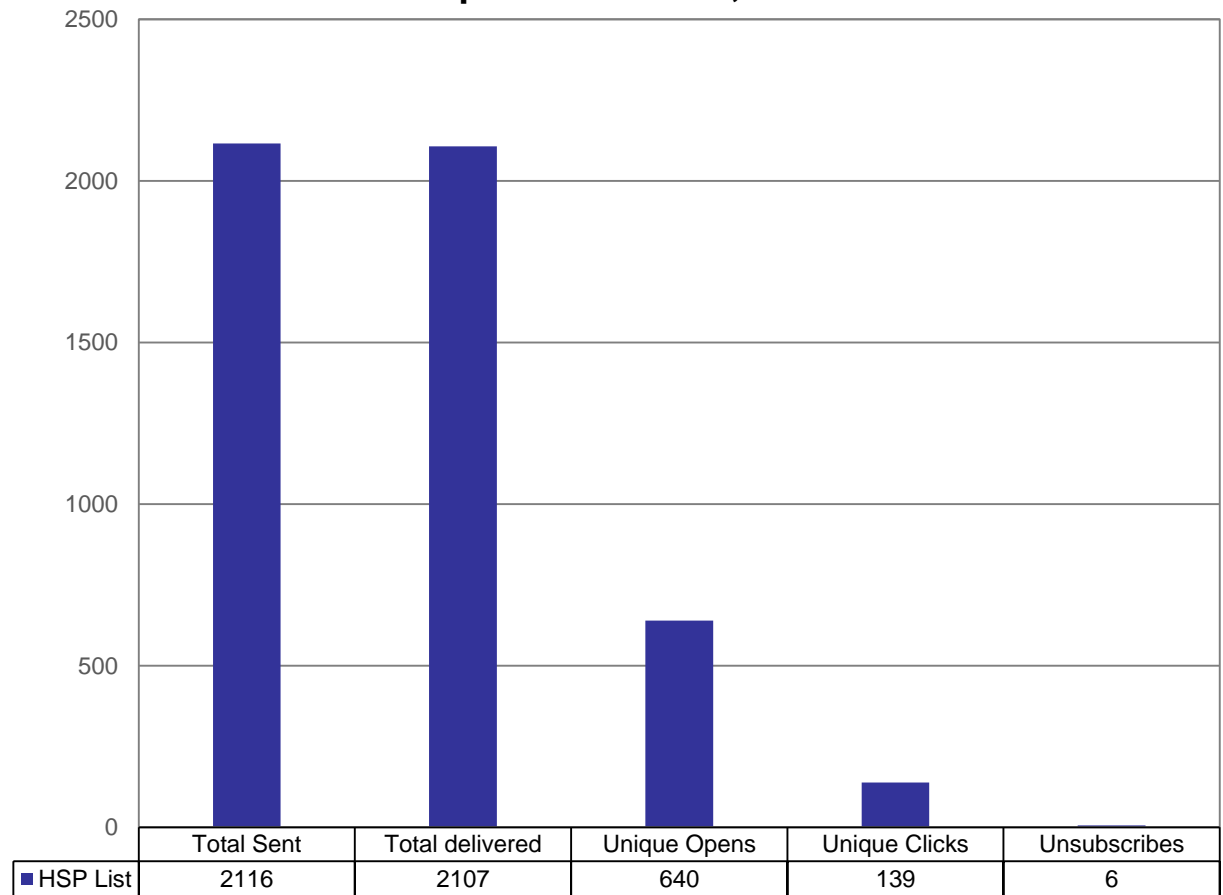
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Summer Update - June 14, 2018 - 06/14/2018





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## Email Campaign Reports

### June 2018

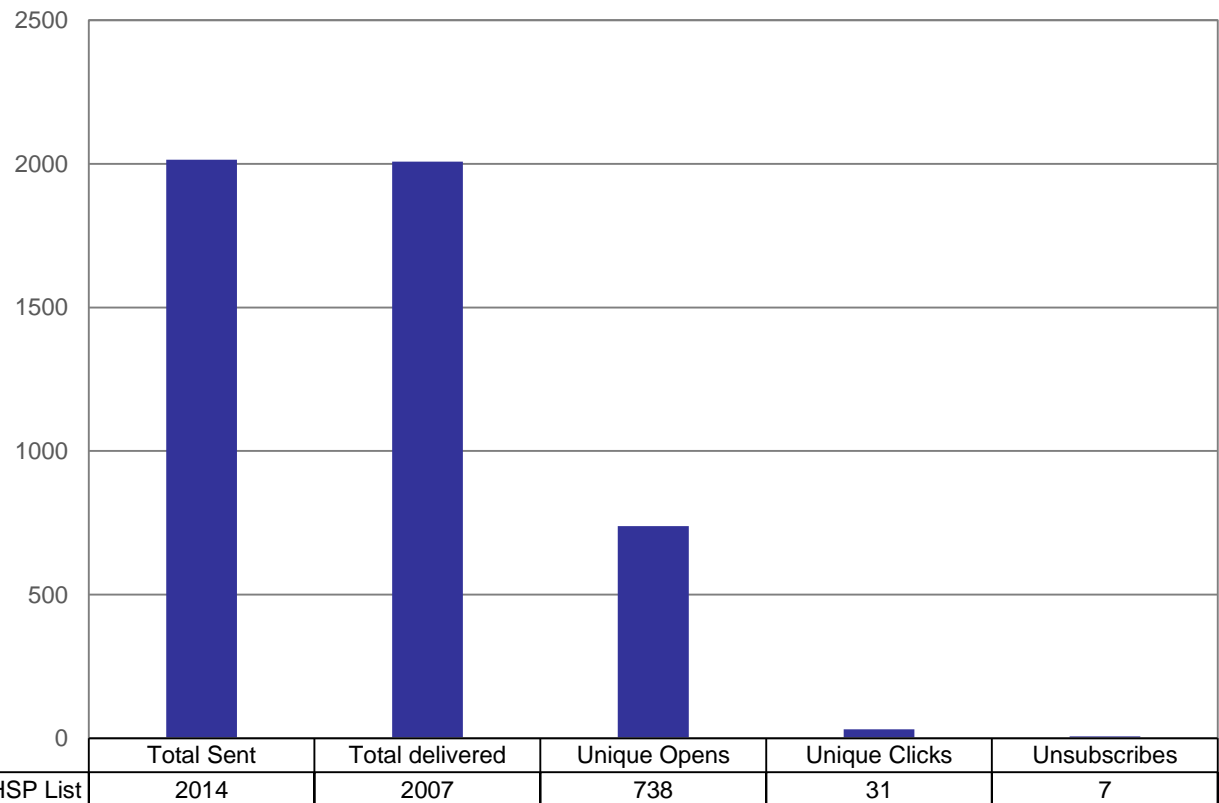
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Invitation: A Community Dialogue – Moving Forward on  
6/25 - 06/19/2018





# USCAUXILIARYSERVICESIT

## Email Campaign Reports

### June 2018

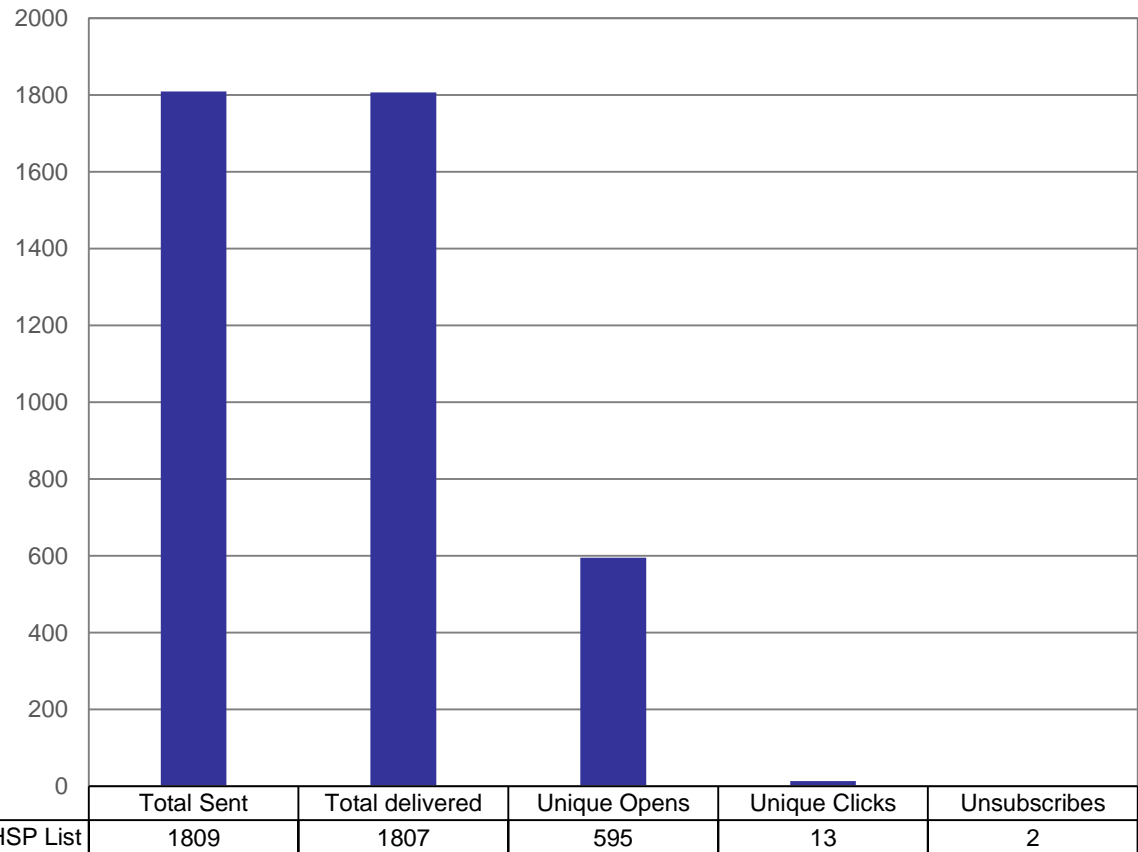
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**Reminder to RSVP: A Community Dialogue – Moving Forward on 6/25 - 06/22/2018**





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## Customer Satisfaction Report

### June 2018

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# Thank You !!