



AUXILIARY SERVICES IT

AS IT MONTHLY REPORTS

For March 2017

TO CREATE
THE BEST USC
EXPERIENCE.

BEST PEOPLE.
BEST PRODUCT.
BEST SERVICE.

USC BOOKSTORES. USC HOSPITALITY.
USC HOUSING. USC TRANSPORTATION.
USC RADISSON. USC COLISEUM.

USC Auxiliary Services



USCAUXILIARY SERVICESIT

AGENDA

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

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USCAUXILIARYSERVICESIT

Service Desk Reports March 2017

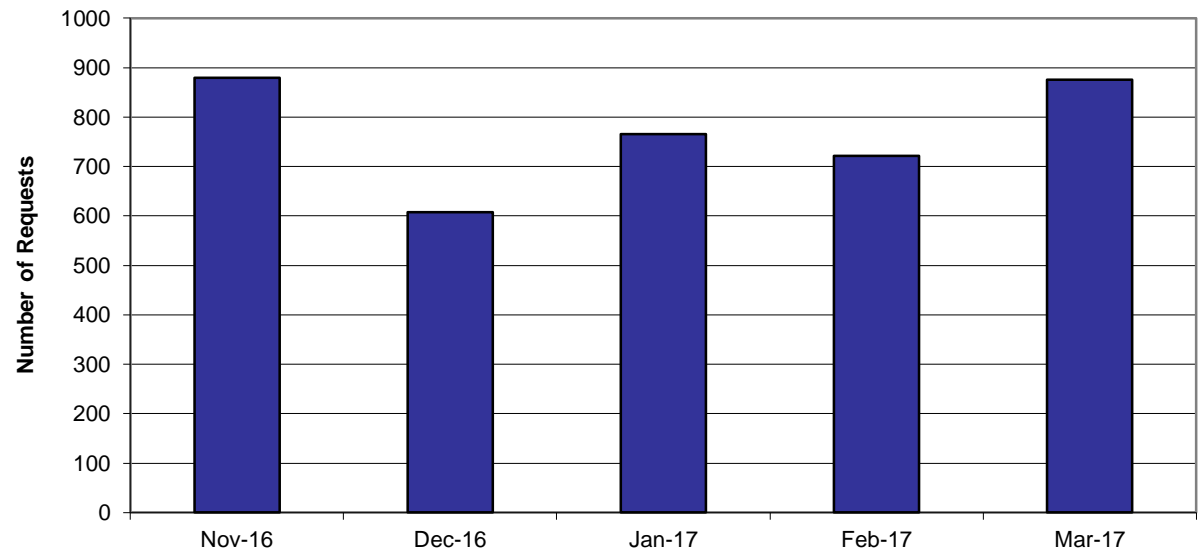
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Total New Requests





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Service Desk Reports

March 2017

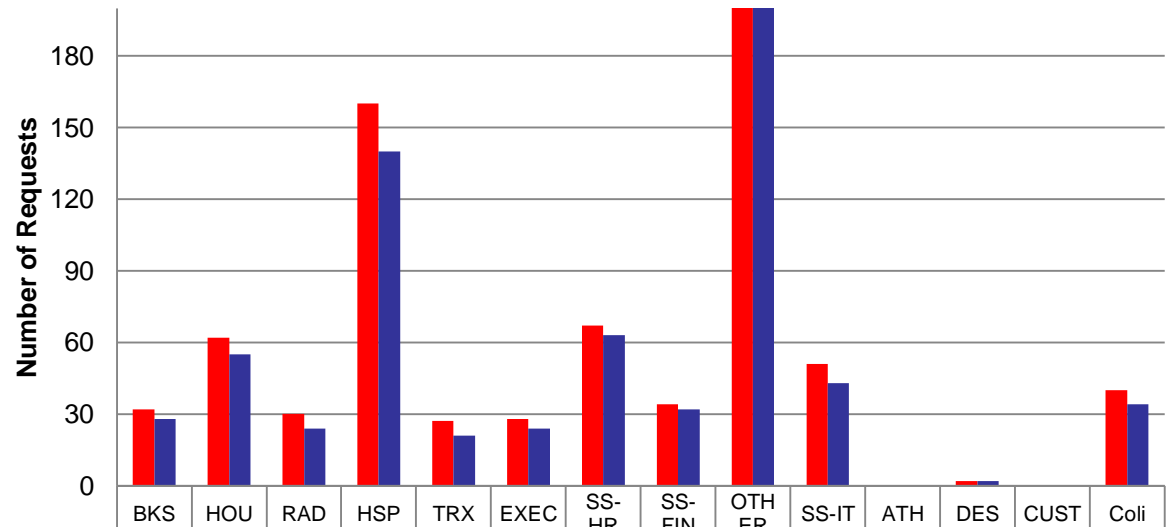
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Total New Vs Closed Requests



■ Total Requests	32	62	30	160	27	28	67	34	342	51	0	2	0	40
■ Closed Requests	28	55	24	140	21	24	63	32	220	43	0	2	0	34

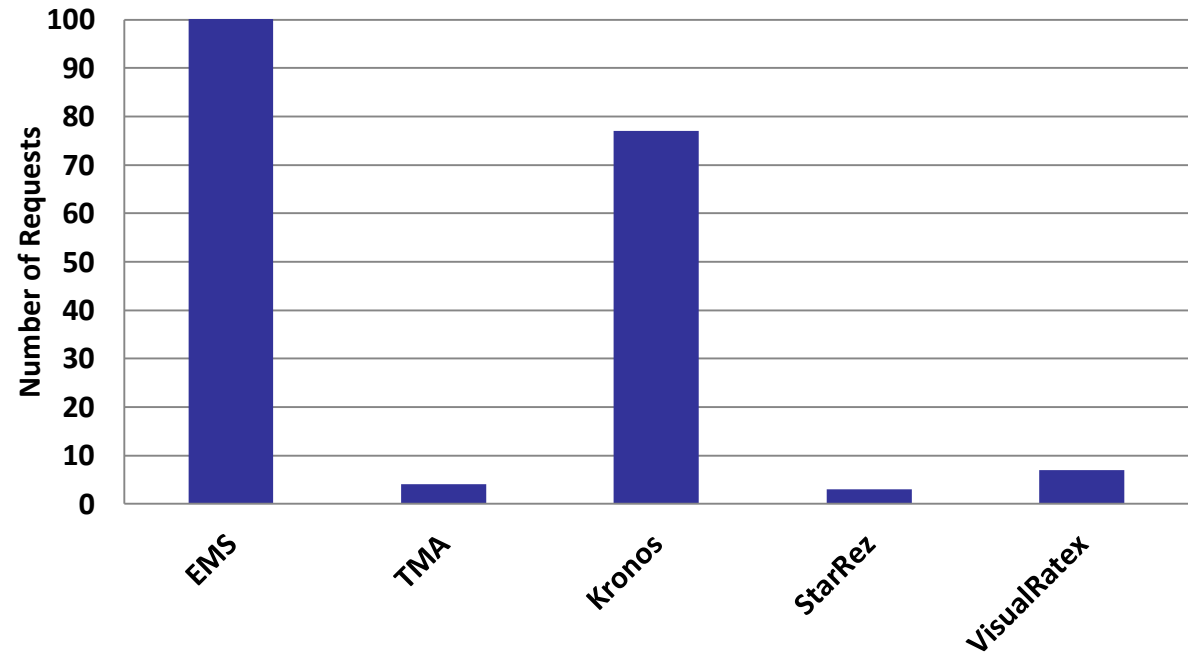


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Service Desk Reports

March 2017

Requests By BU System



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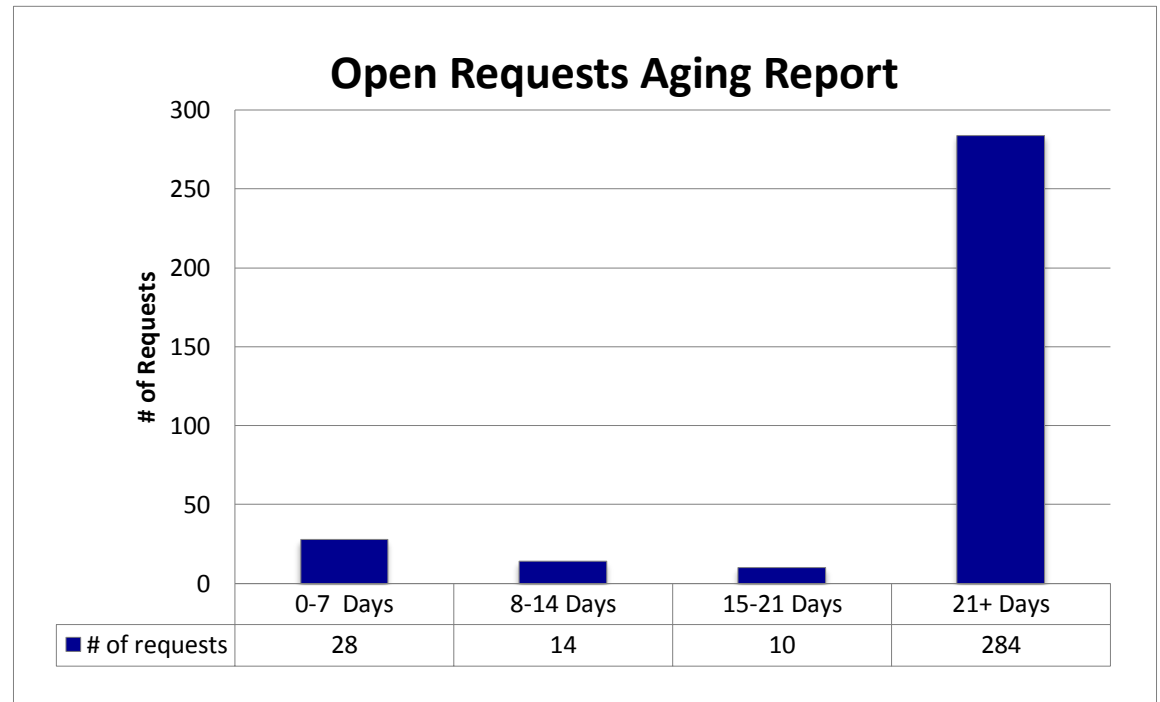
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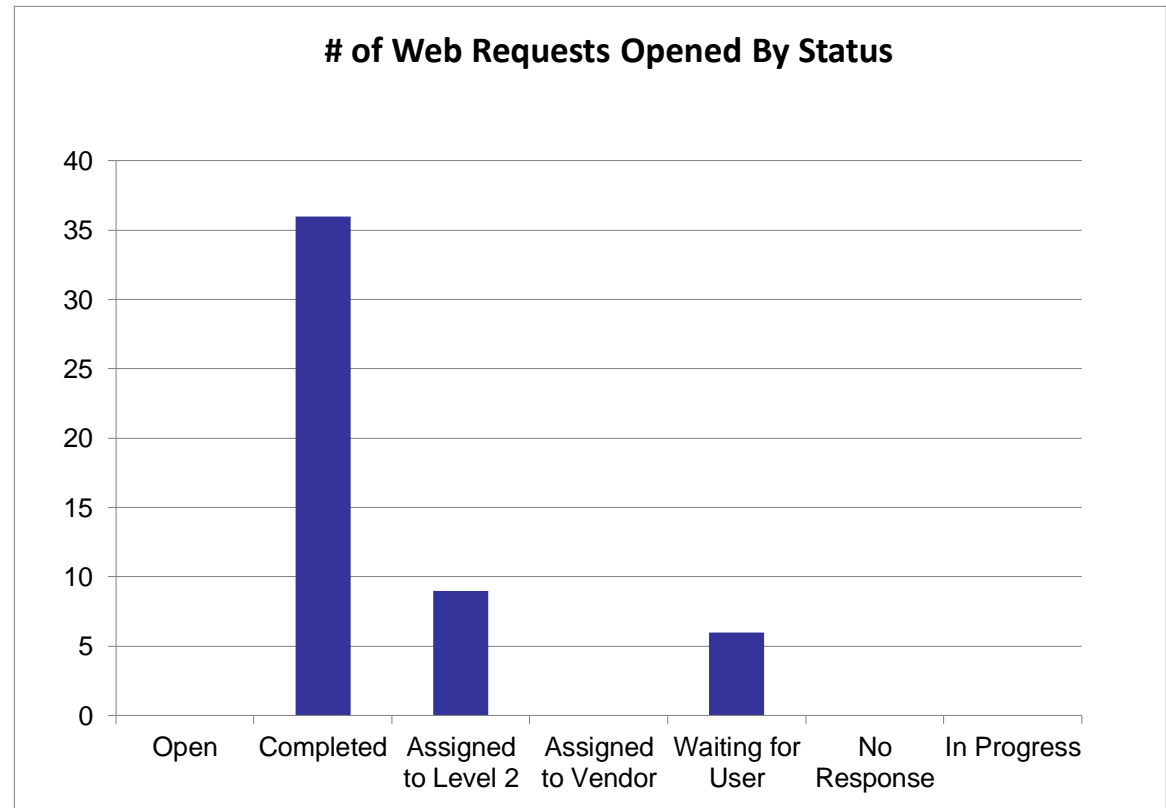
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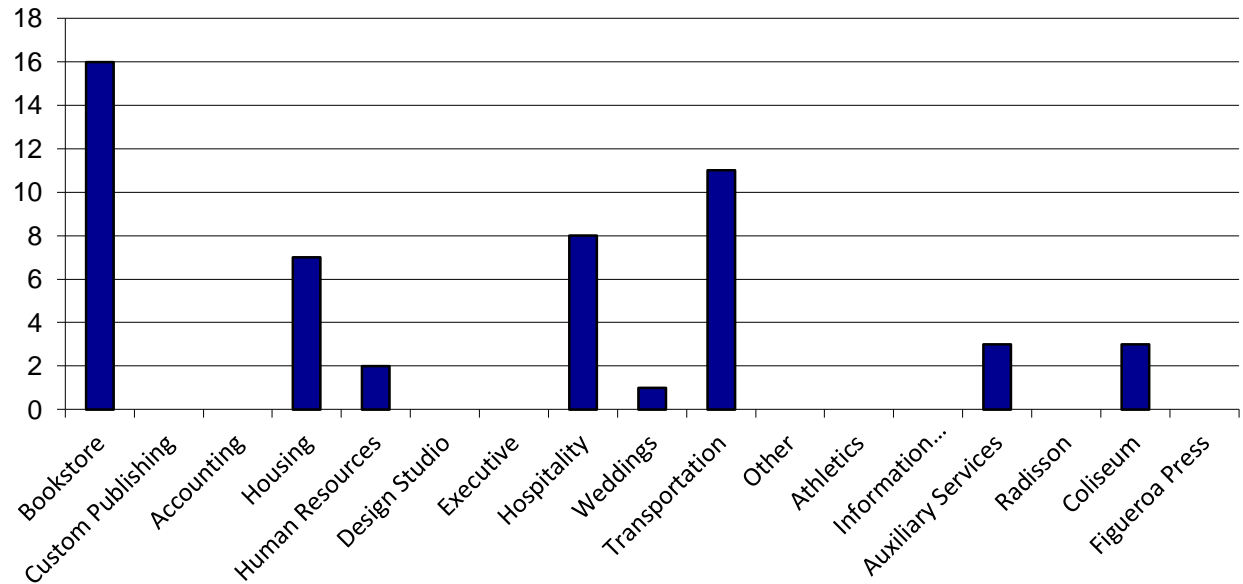
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of Web Requests Opened By Unit





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Service Desk Reports

March 2017

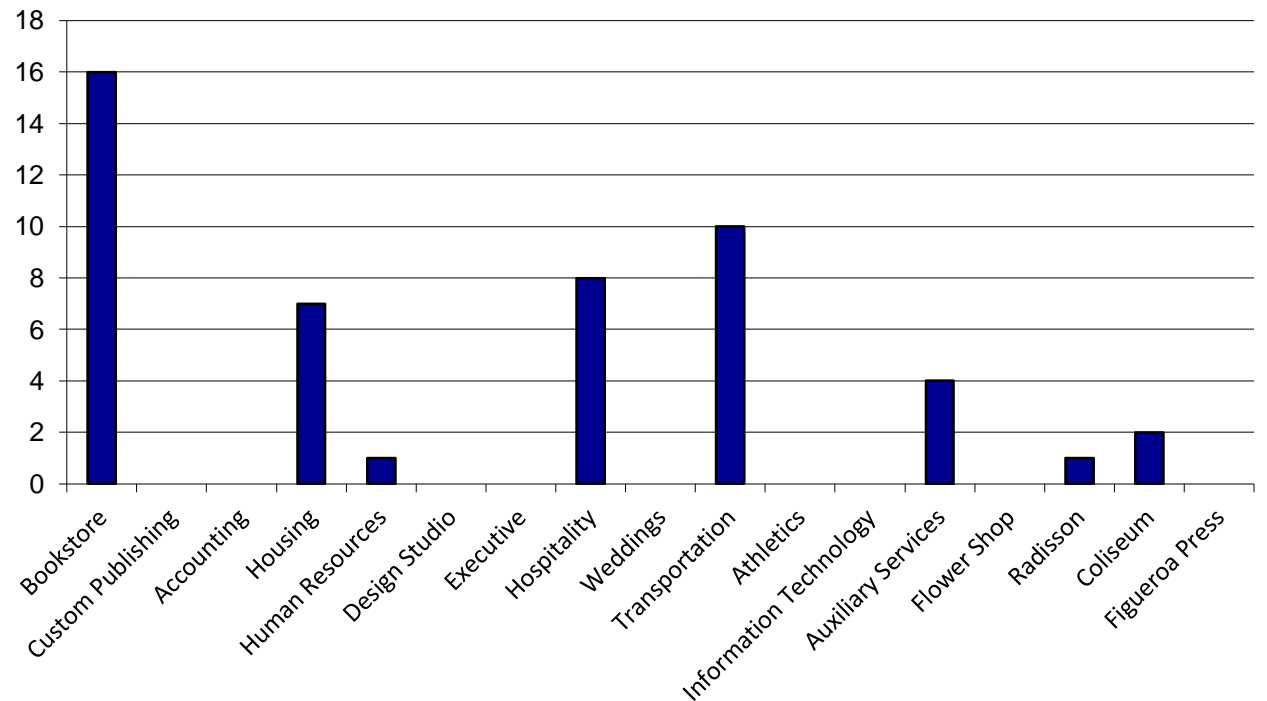
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of Web Requests Closed By Unit





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Website Reports

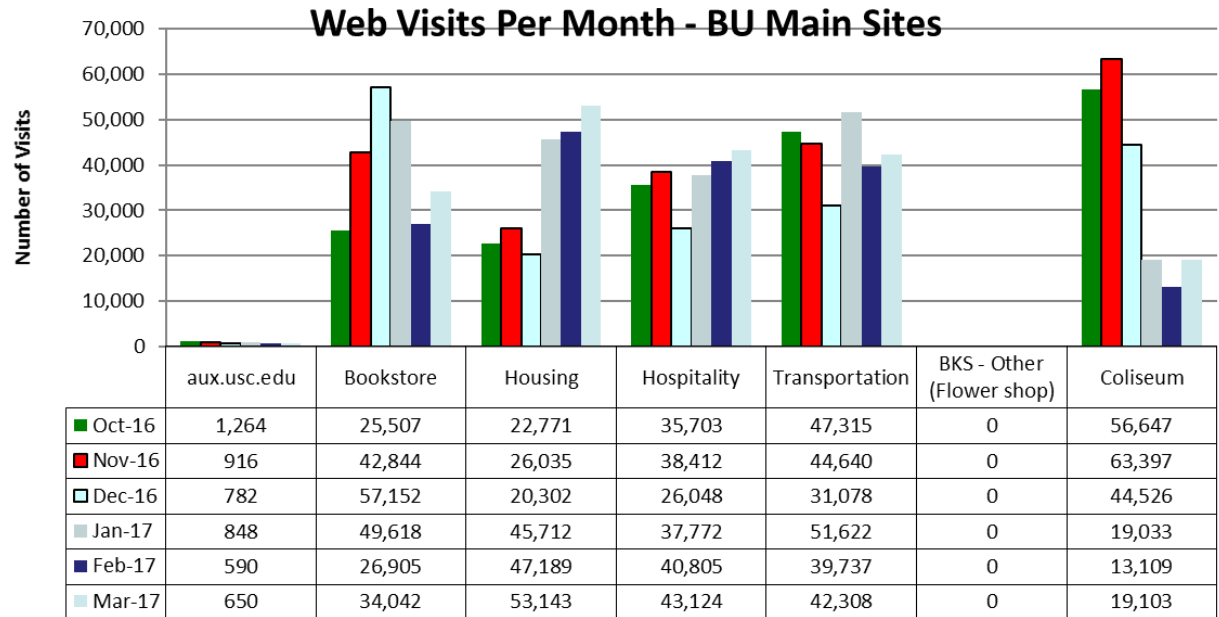
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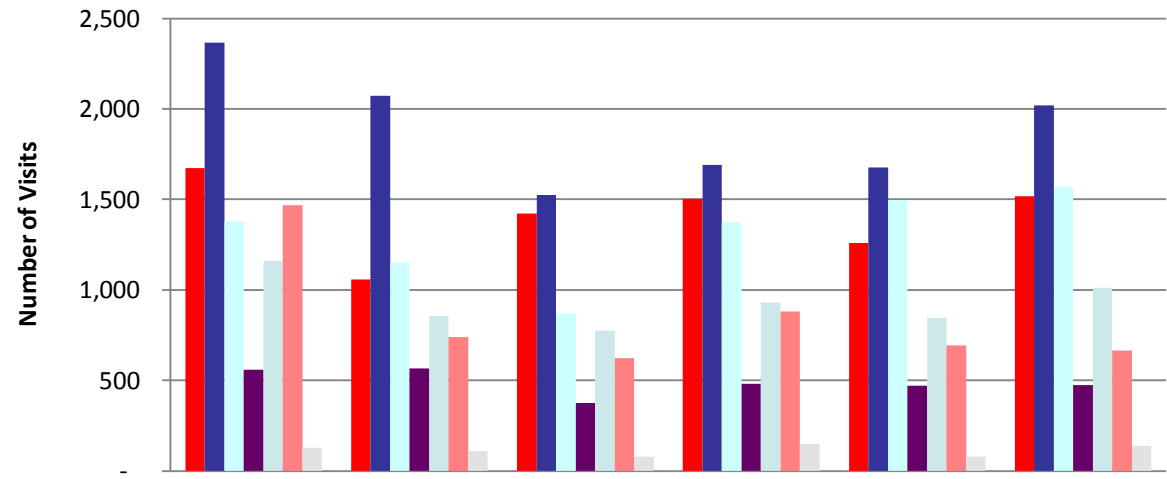


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Website Reports

March 2017

Web Visits Per Month - HSP Micro Sites



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17
■ McKays	1,672	1,059	1,421	1,504	1,260	1,518
■ The Lab	2,366	2,073	1,524	1,690	1,677	2,018
■ Moreton Fig	1,379	1,153	870	1,373	1,495	1,570
■ Rosso Oro's Pizzeria	559	565	375	481	470	476
■ Seeds Marketplace	1,161	855	774	931	847	1,011
■ Traditions	1,467	741	623	880	695	665
■ The Edmondson	129	109	78	149	79	140

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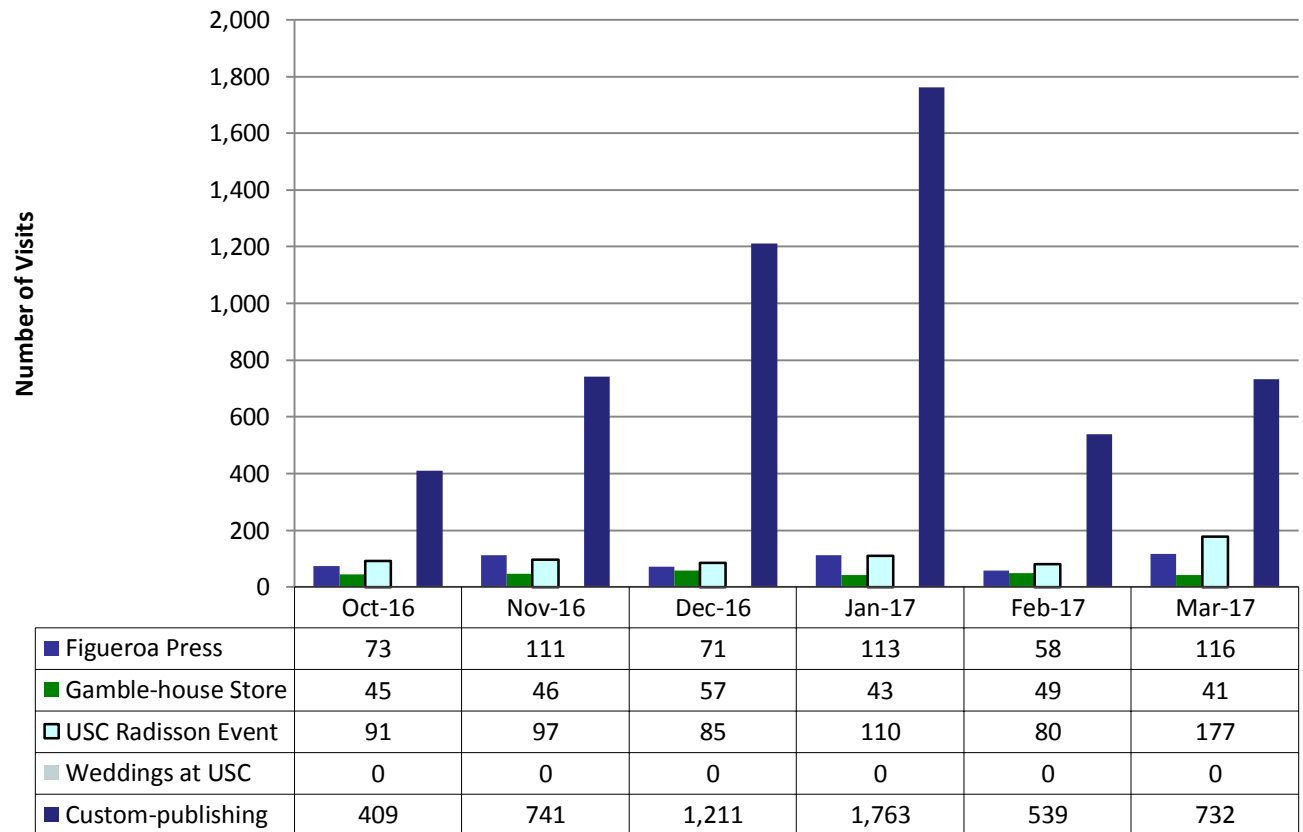


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Website Reports

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Web Visits Per Month - Other Sites



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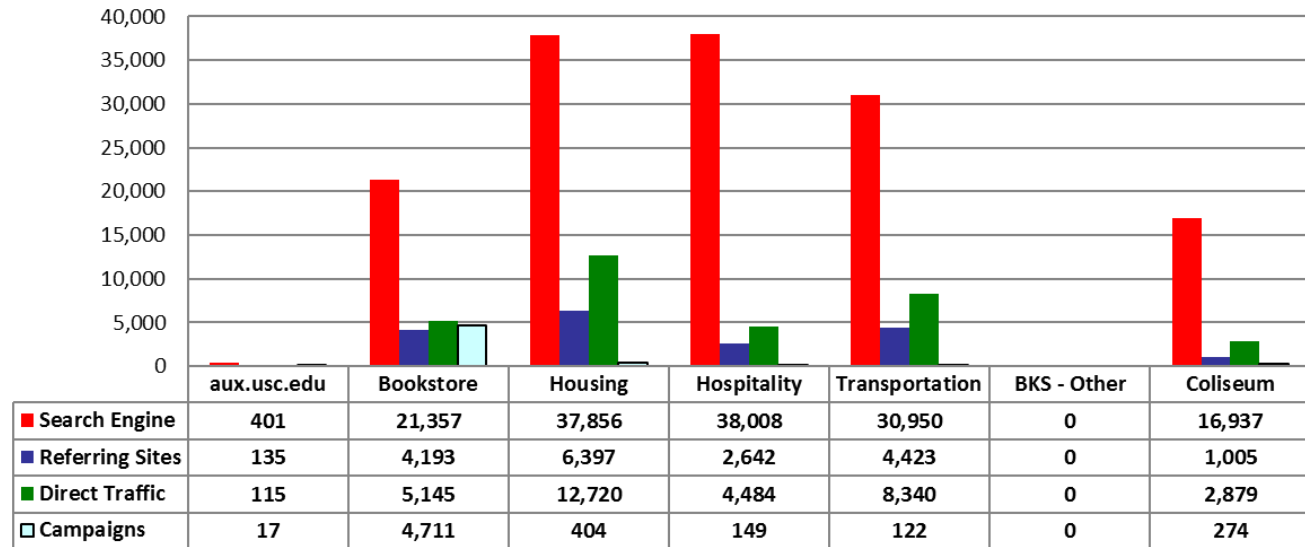
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March 2017 Traffic Sources - BU Main Sites



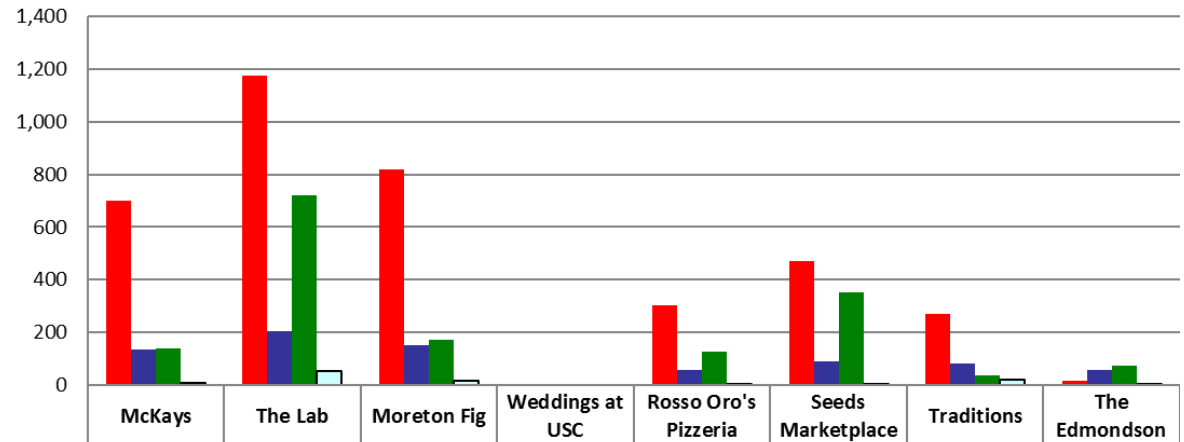


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Website Reports

March 2017

March 2017 Traffic Sources - HSP Micro Sites



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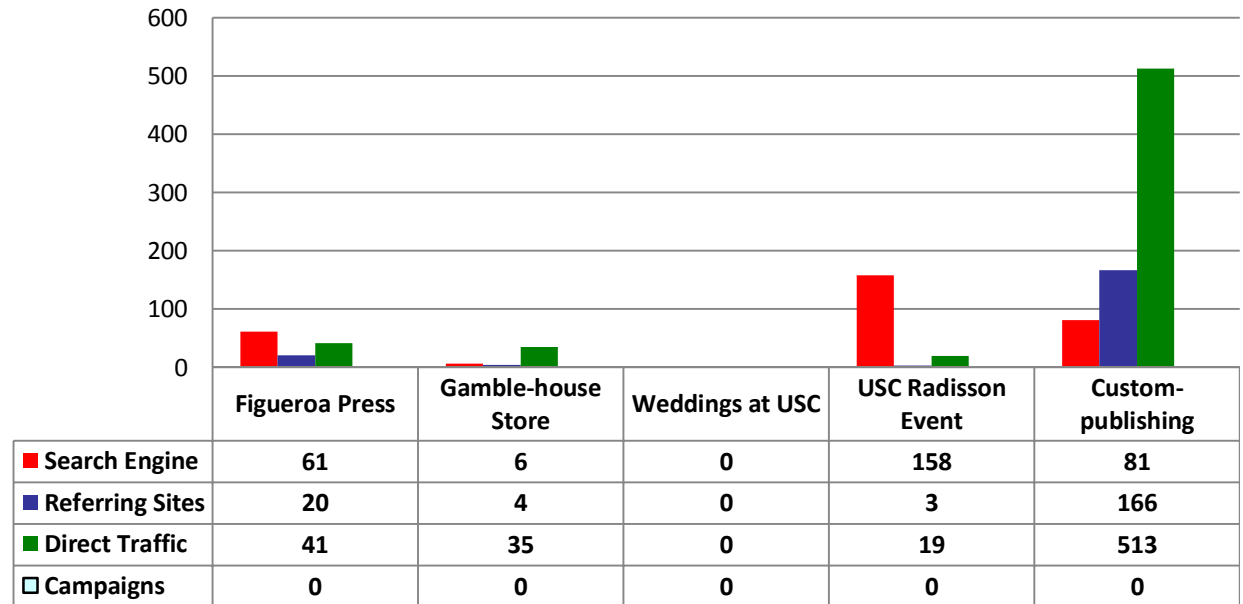


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March 2017 Traffic Sources - Other Sites



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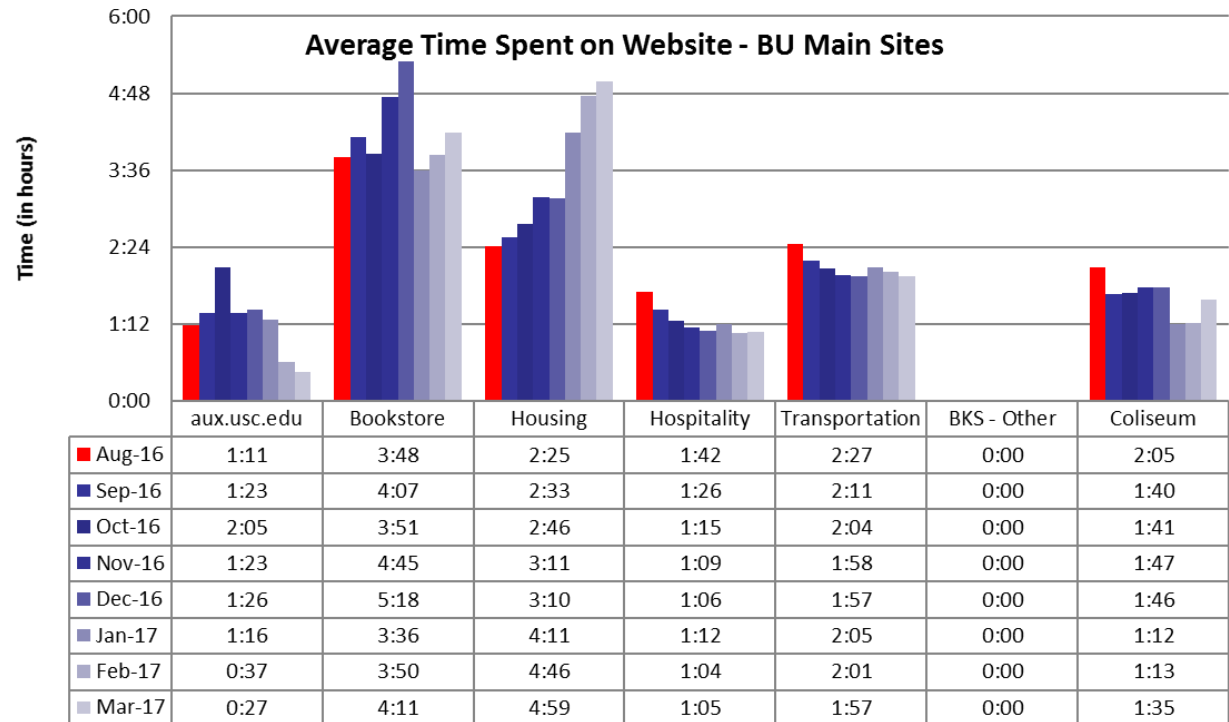
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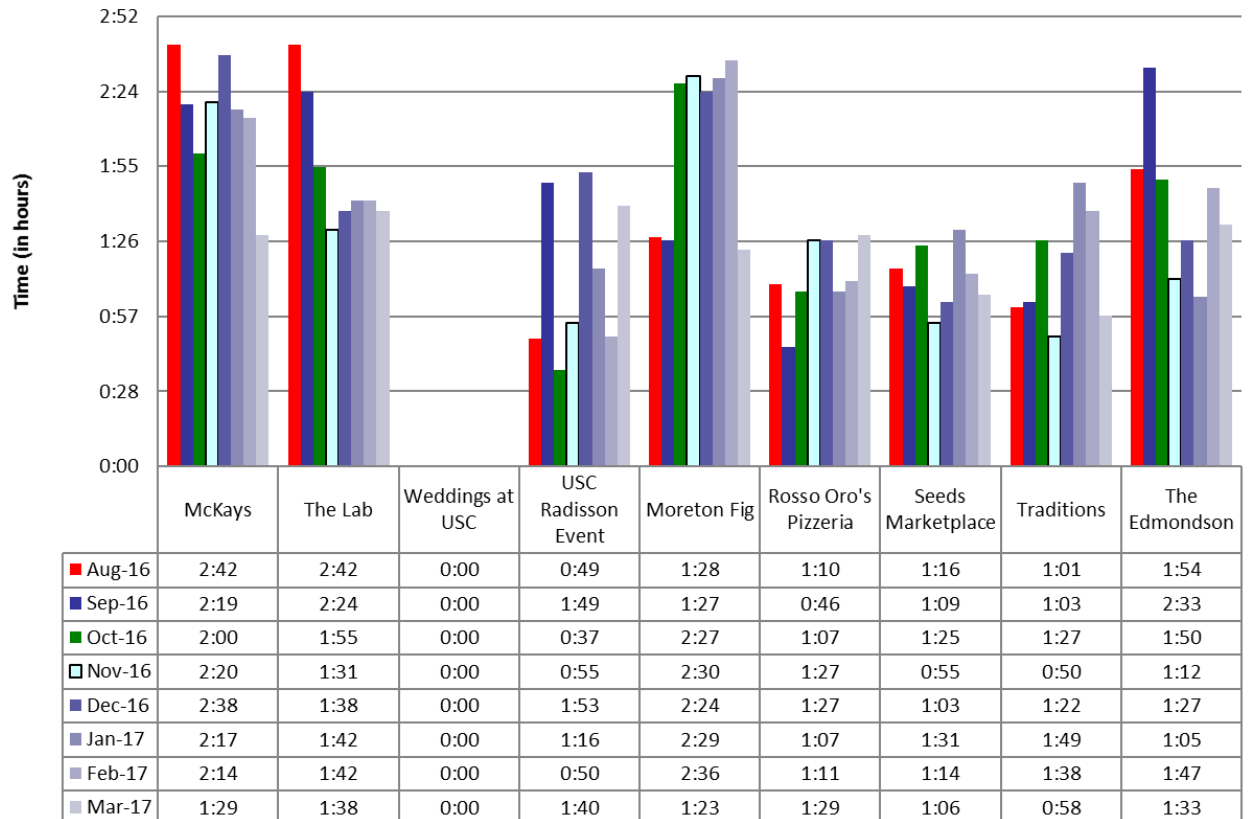


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Website Reports

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Average Time Spent on Website - HSP Micro Sites



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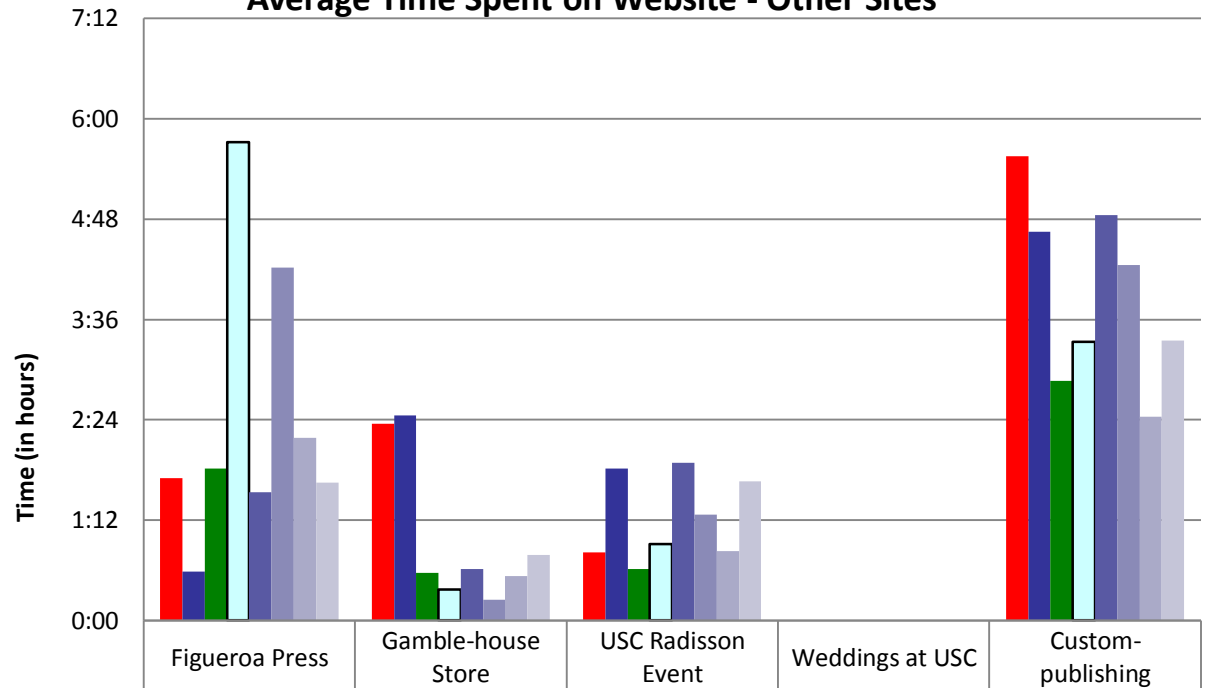
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Average Time Spent on Website - Other Sites



	Figueroa Press	Gamble-house Store	USC Radisson Event	Weddings at USC	Custom-publishing
Aug-16	1:42	2:21	0:49	0:00	5:33
Sep-16	0:35	2:27	1:49	0:00	4:39
Oct-16	1:49	0:34	0:37	0:00	2:52
Nov-16	5:43	0:22	0:55	0:00	3:20
Dec-16	1:32	0:37	1:53	0:00	4:51
Jan-17	4:13	0:15	1:16	0:00	4:15
Feb-17	2:11	0:32	0:50	0:00	2:26
Mar-17	1:39	0:47	1:40	0:00	3:21



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Website Reports March 2017

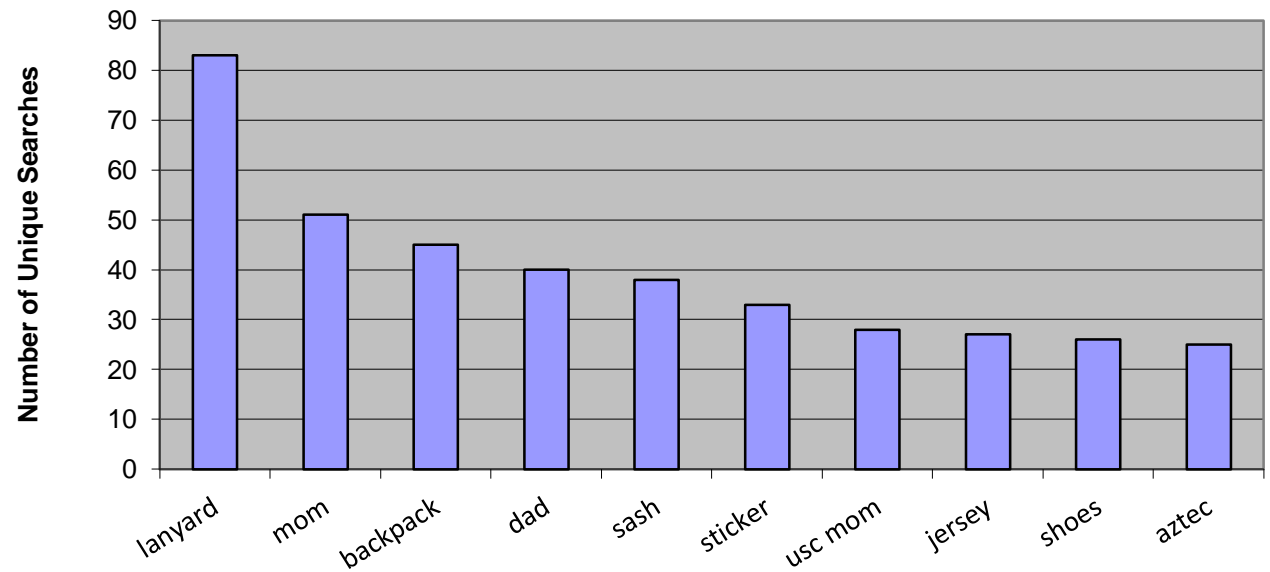
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Bookstore Charts
10 Most Searched Items March 2017





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Website Reports March 2017

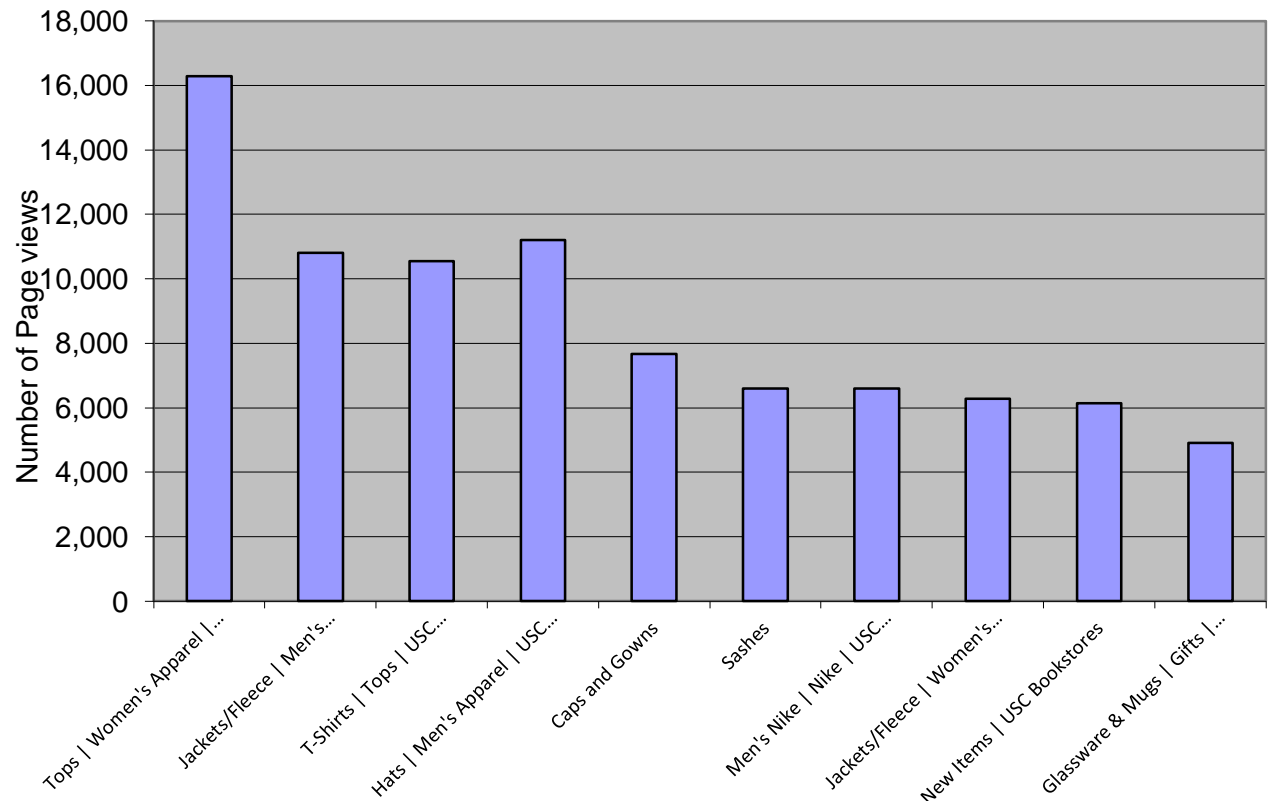
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**Bookstore Charts
10 Most Viewed Pages - March 2017**





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Website Reports

March 2017

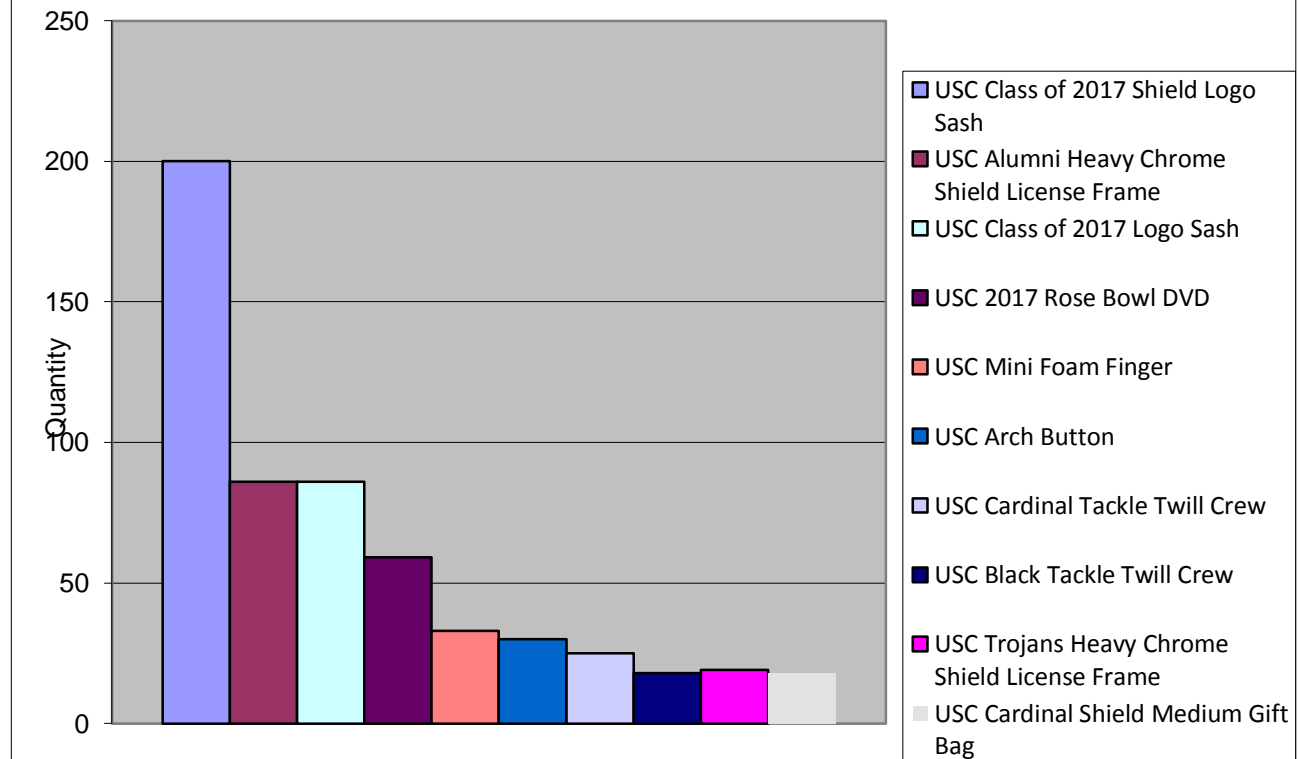
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Bookstore Charts
10 Most Purchased Products March 2017





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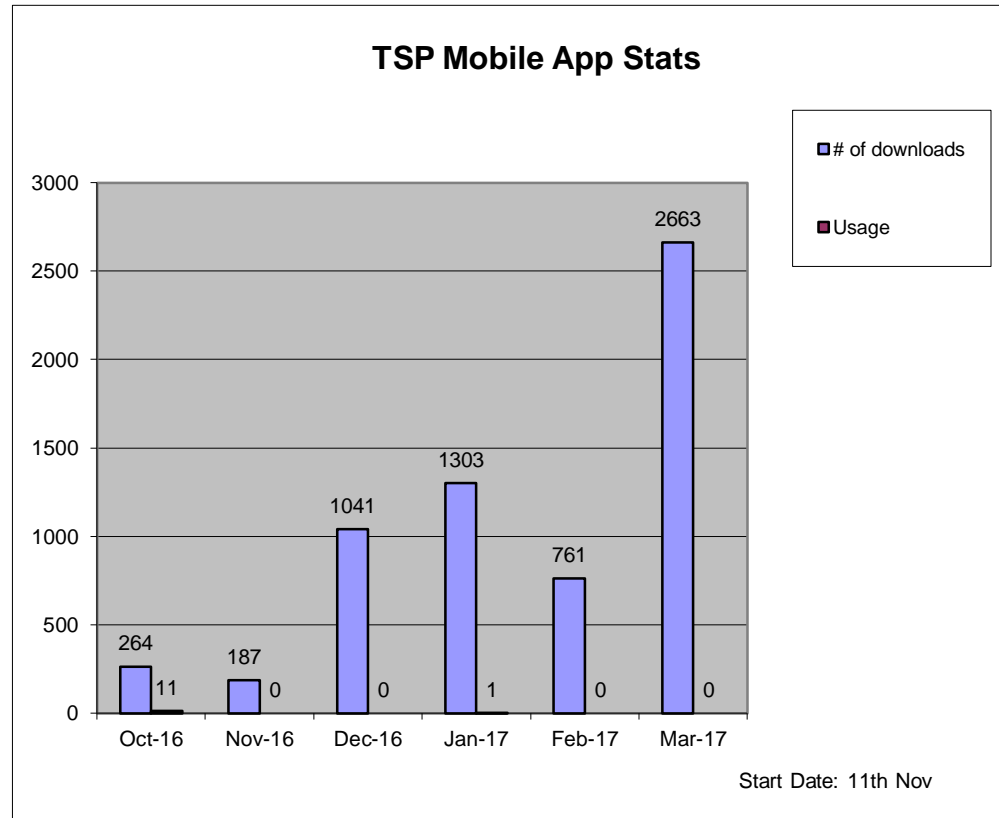
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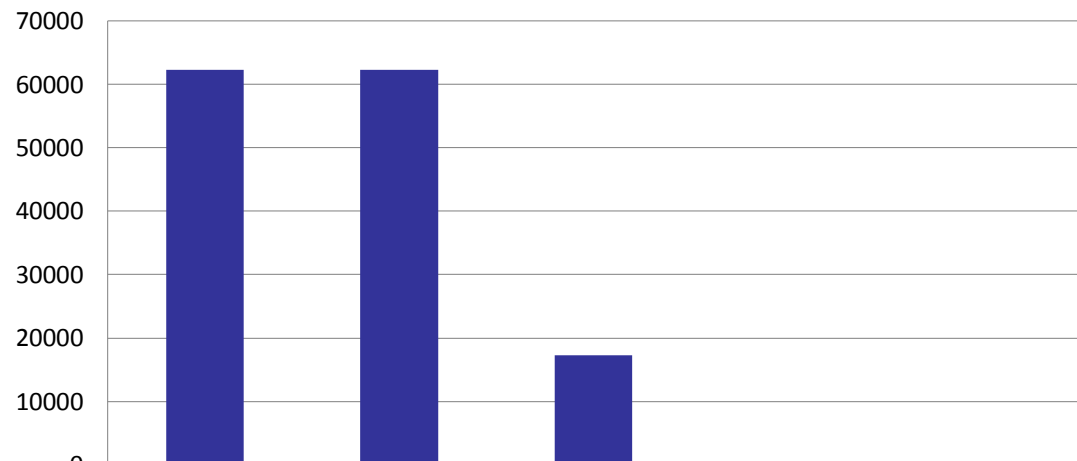
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Back in Stock - USC's 2017 Rose Bowl Victory on DVD - 04/01/2017



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
■ BKS List	62321	62281	17273	384	42

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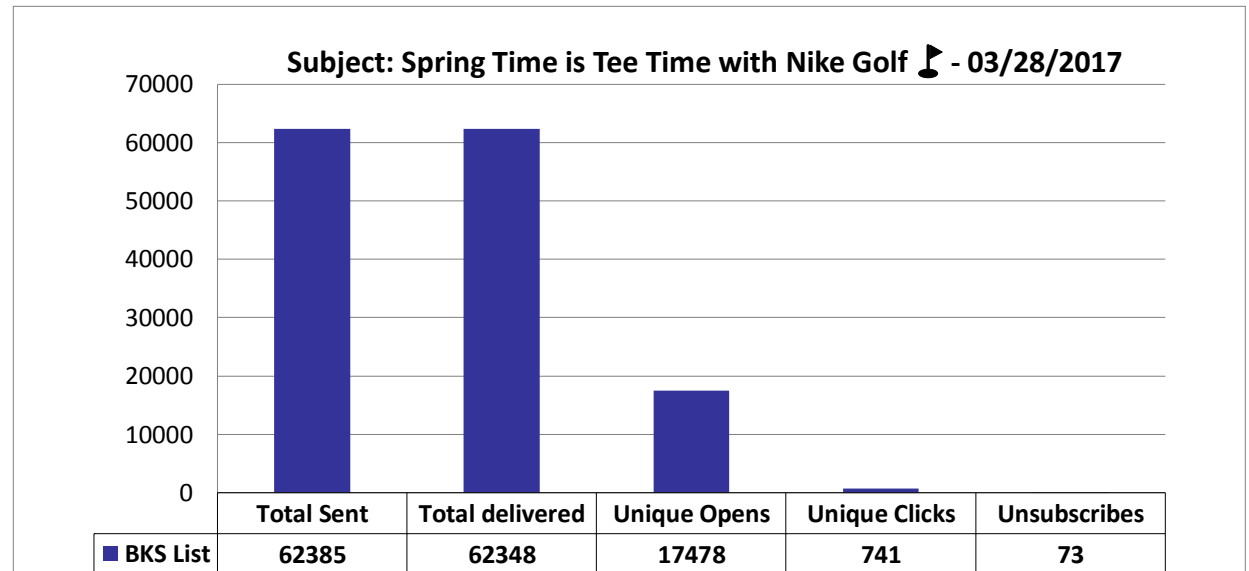
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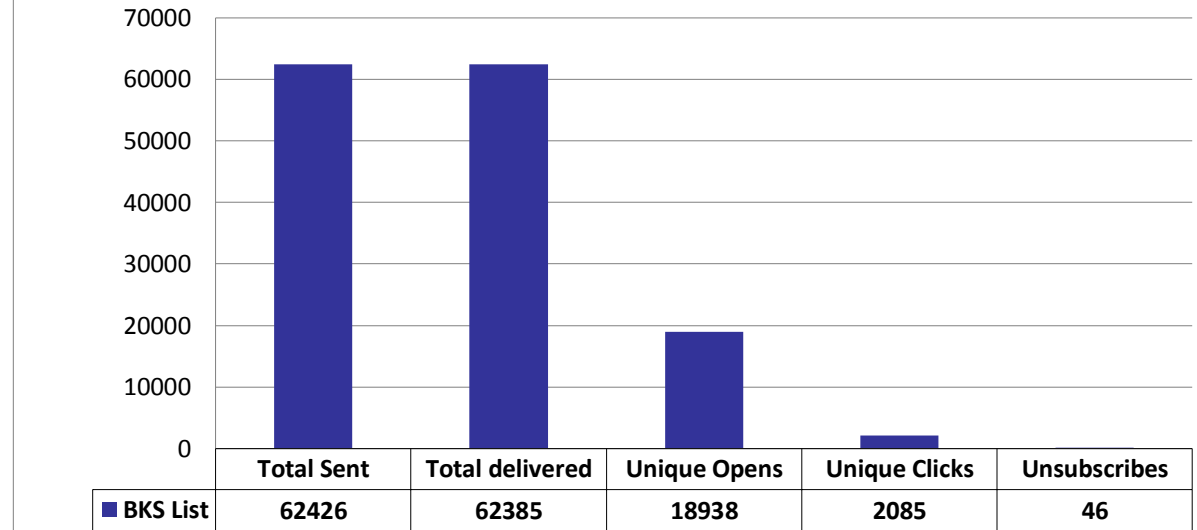
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USC Bookstore's New Nike Catalog Is Available Now! - 03/24/2017





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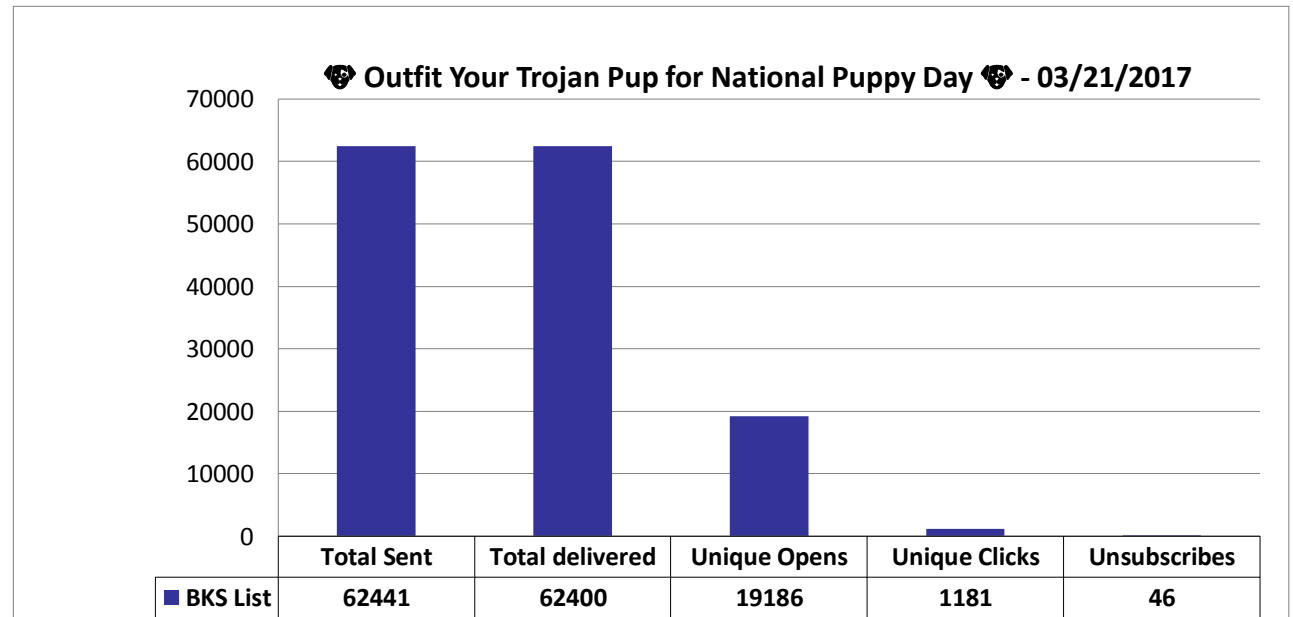
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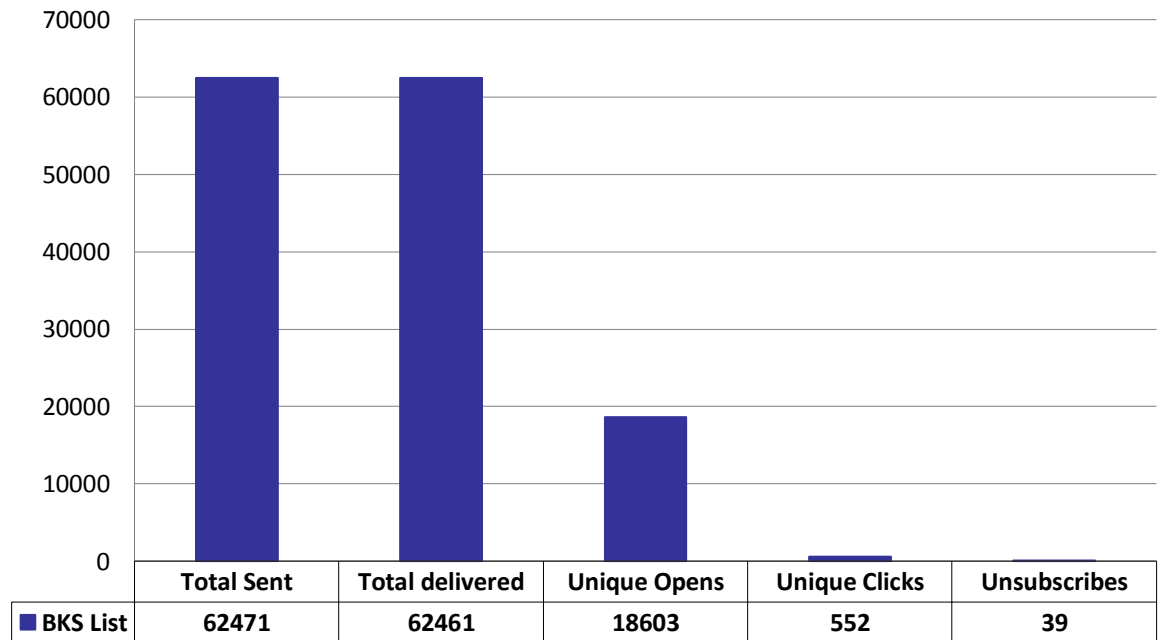
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🏀 TROJANS SURVIVE AND ADVANCE! 🏀 - 03/15/2017





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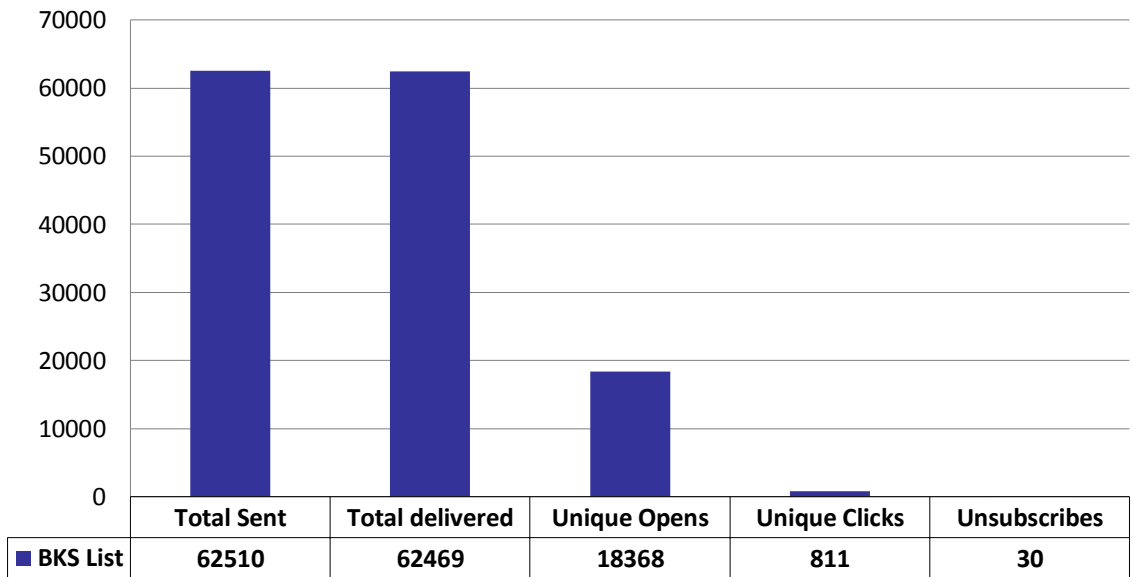
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USC Trojan Tees for March Madness! - 03/14/2017





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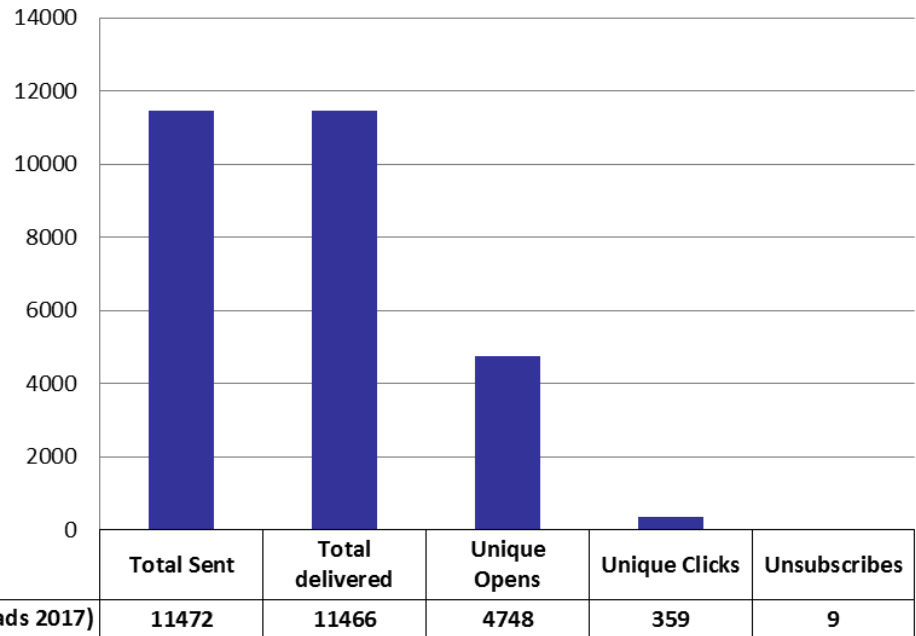
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Get Your Grad Stuff Done This Week! - 03/08/2017





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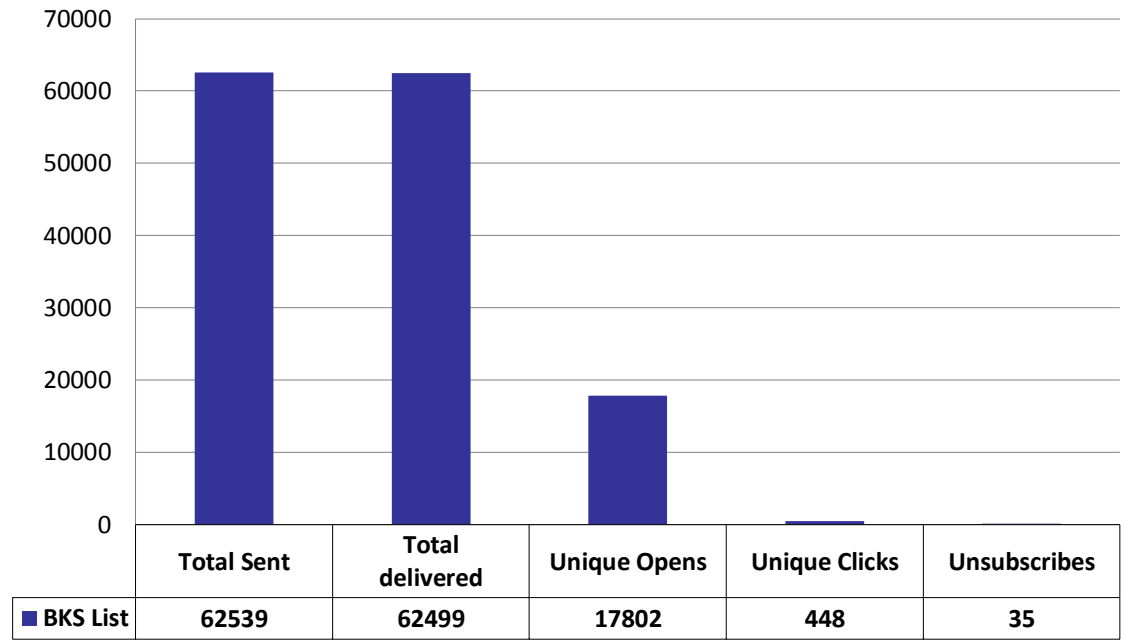
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USC's Historic Rose Bowl Victory is Now on DVD! - 03/07/2017





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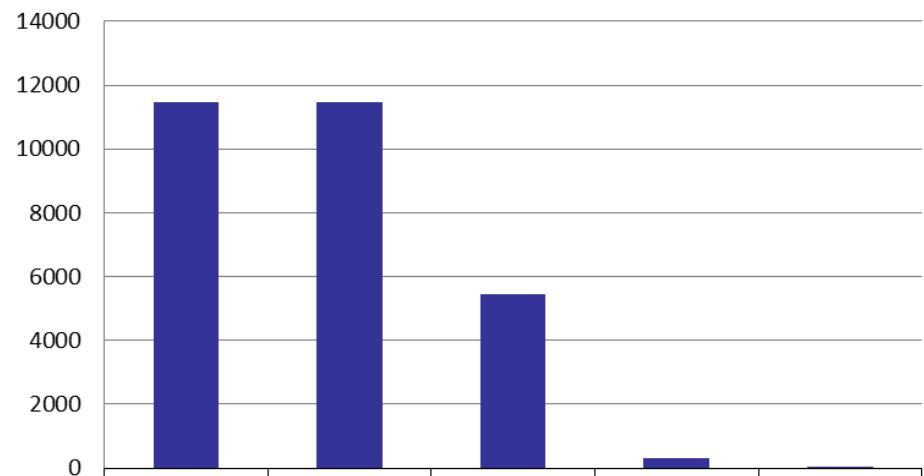
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Second Chance for Grad Fest 2017! - 03/06/2017



■ BKS List (Segment: BKS Grads 2017)

Total Sent

Total delivered

Unique Opens

Unique Clicks

Unsubscribes

11481

11474

5463

327

3



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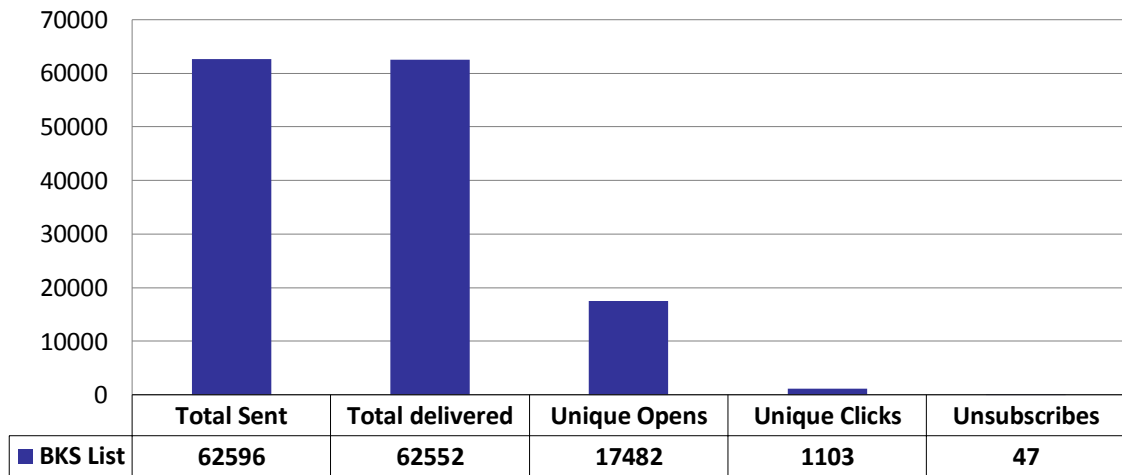
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League's Timeless Styles for Spring - 03/04/2017





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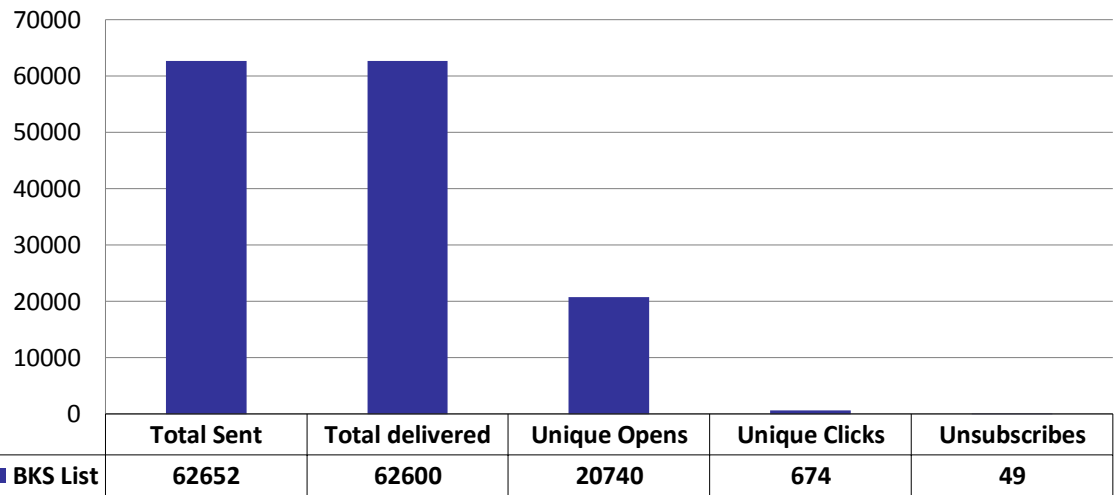
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Celebrate with New USC Glassware Collections - 03/01/2017





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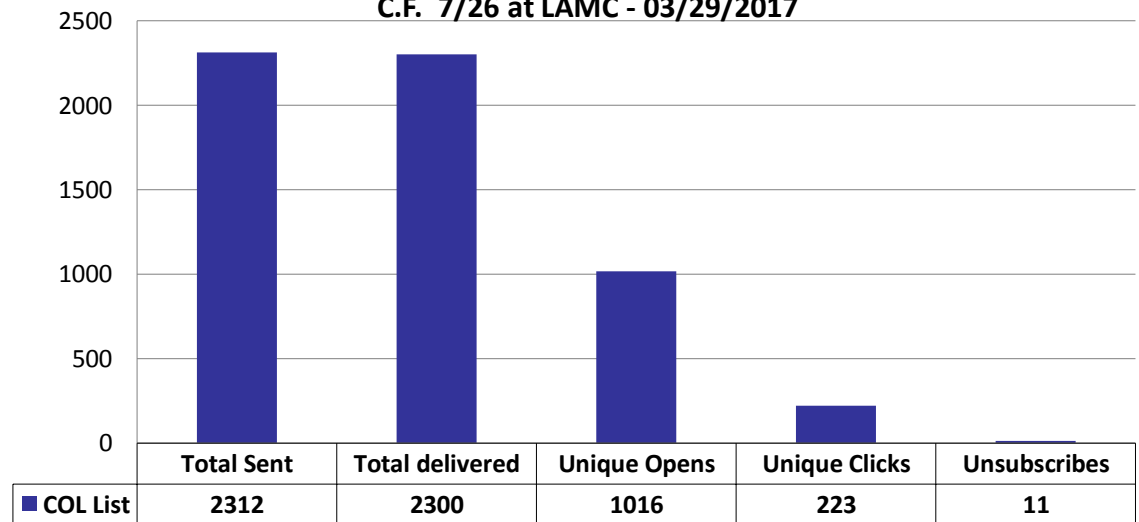
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SPECIAL PRESALE ACCESS PASSWORD: Manchester City VS Real Madrid
C.F. 7/26 at LAMC - 03/29/2017





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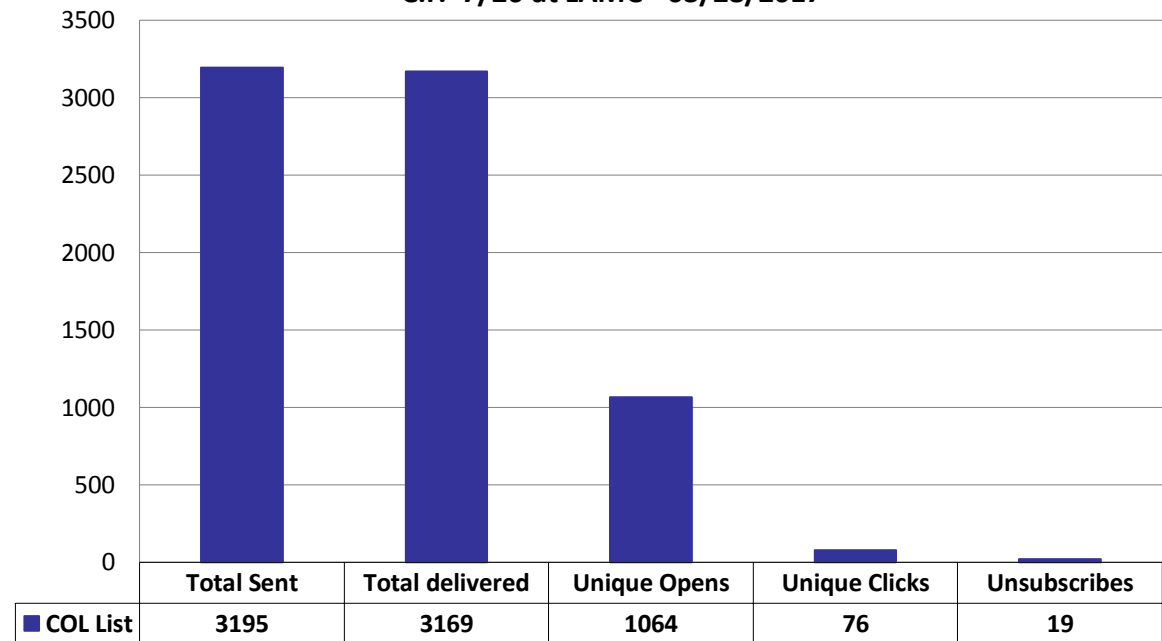
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SPECIAL PRESALE ACCESS PASSWORD: Manchester City VS Real Madrid
C.F. 7/26 at LAMC - 03/28/2017





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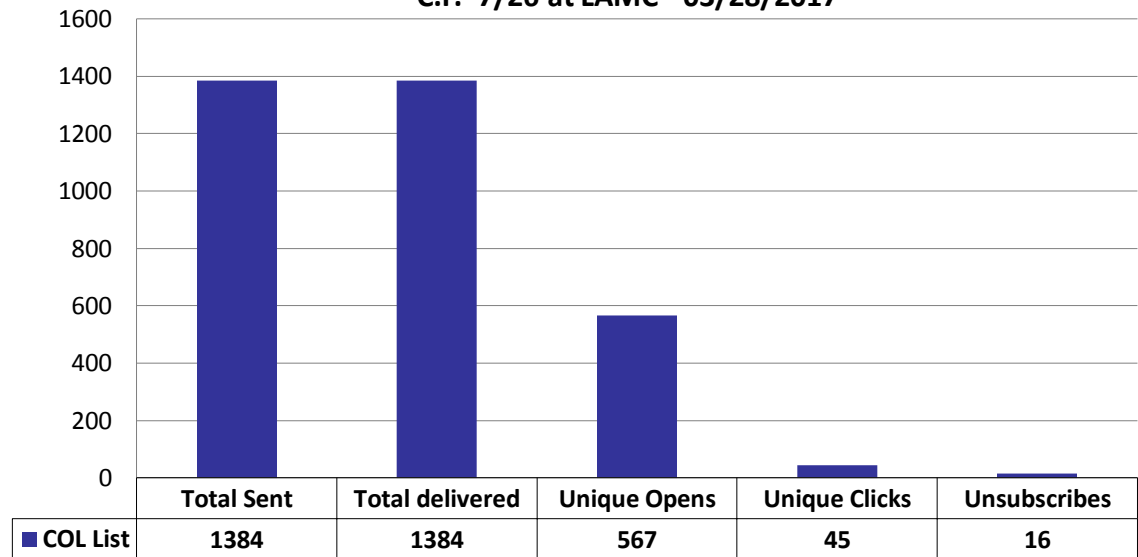
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SPECIAL PRESALE ACCESS PASSWORD: Manchester City VS Real Madrid
C.F. 7/26 at LAMC - 03/28/2017





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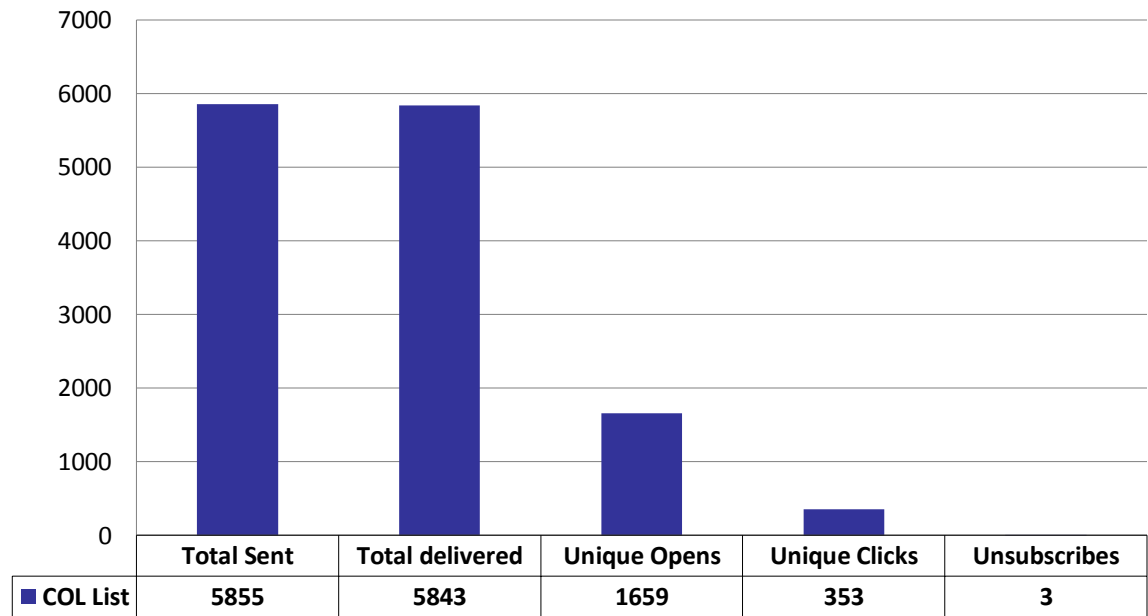
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**SPECIAL PRESALE ACCESS PASSWORD: Manchester City VS Real Madrid
C.F. 7/26 at LAMC - 03/28/2017**





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March 2017

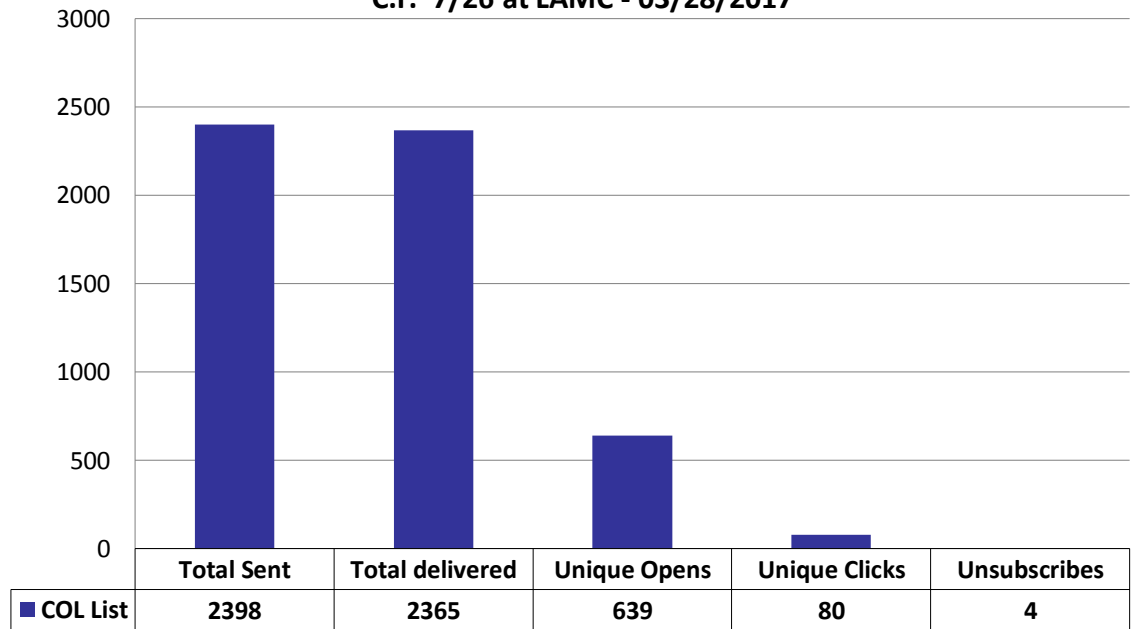
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SPECIAL PRESALE ACCESS PASSWORD: Manchester City VS Real Madrid
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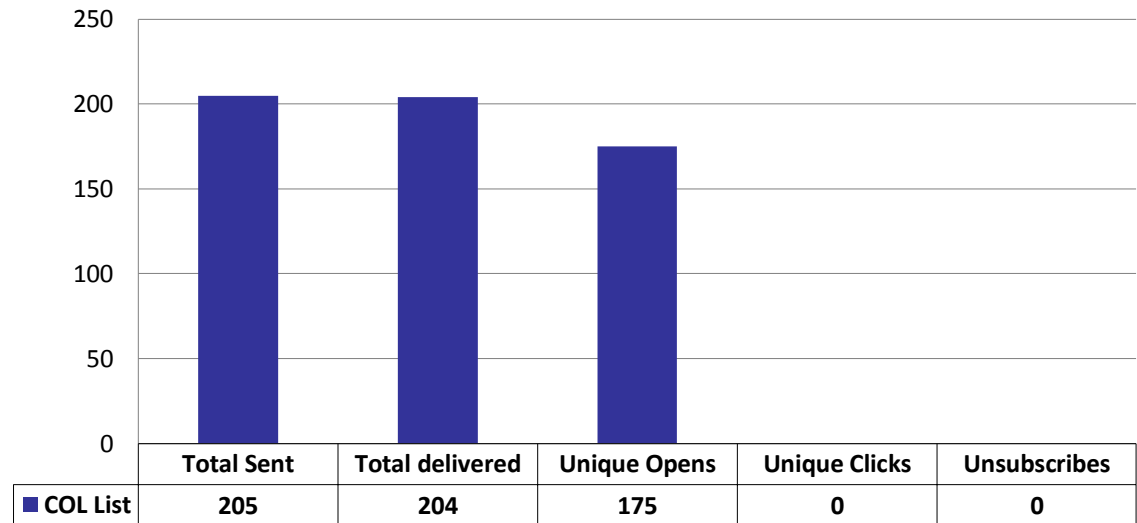
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Upcoming Coliseum events and sign ups - 03/27/2017





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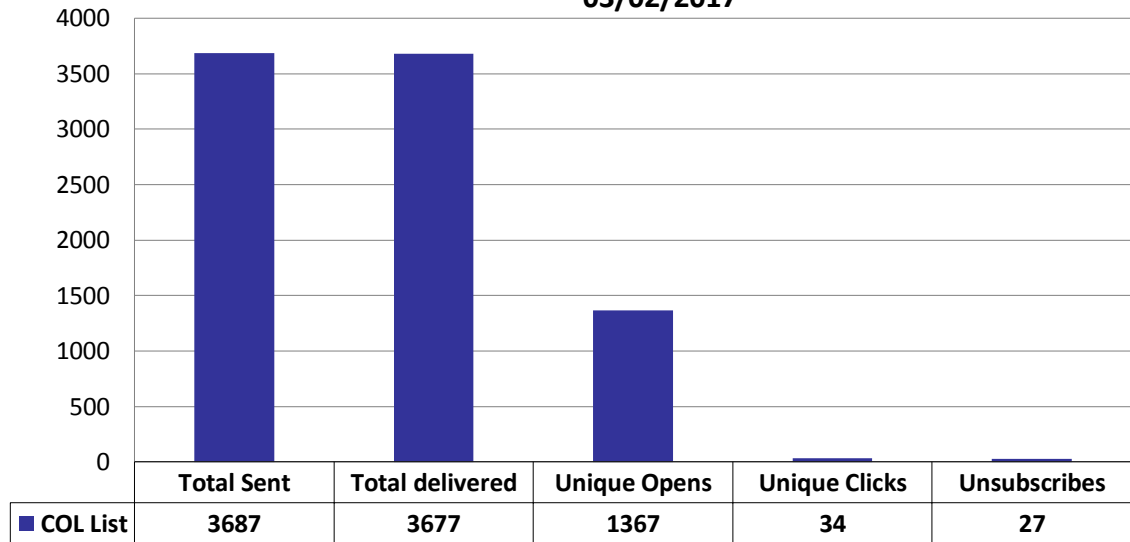
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SPECIAL: PRESALE PASSWORD FOR MEXICO VS CROATIA MAY 27 at LAMC -
03/02/2017



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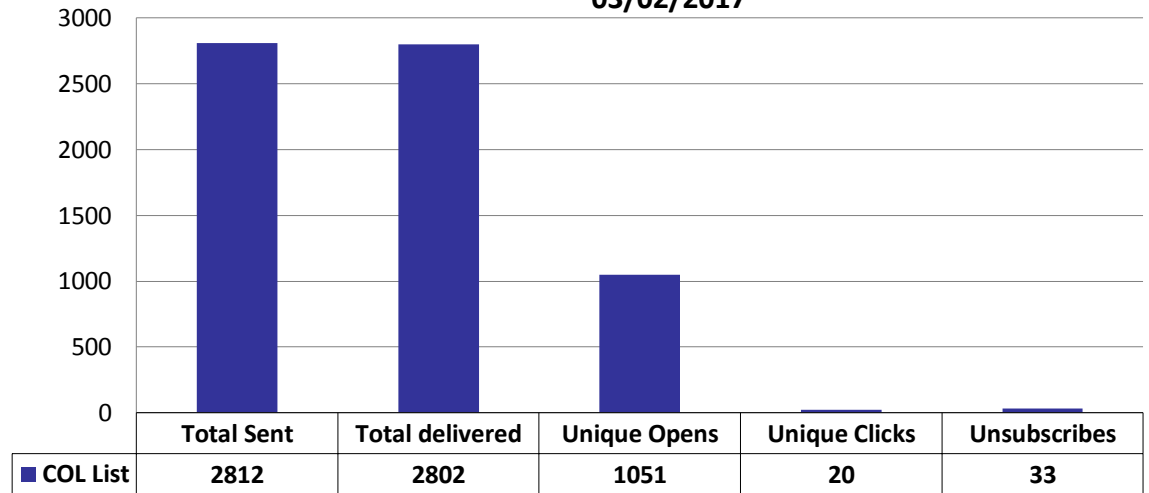
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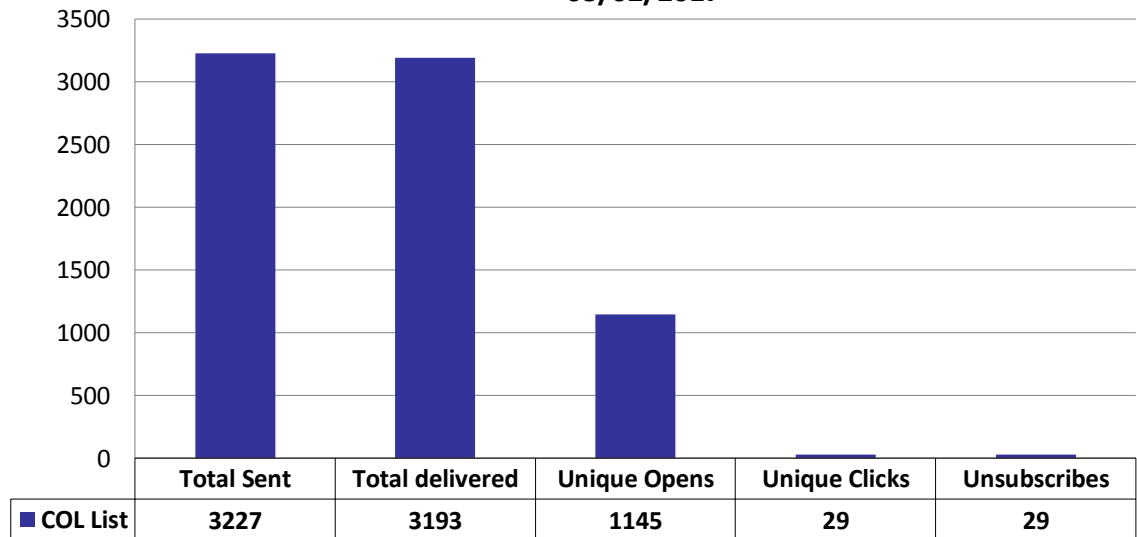
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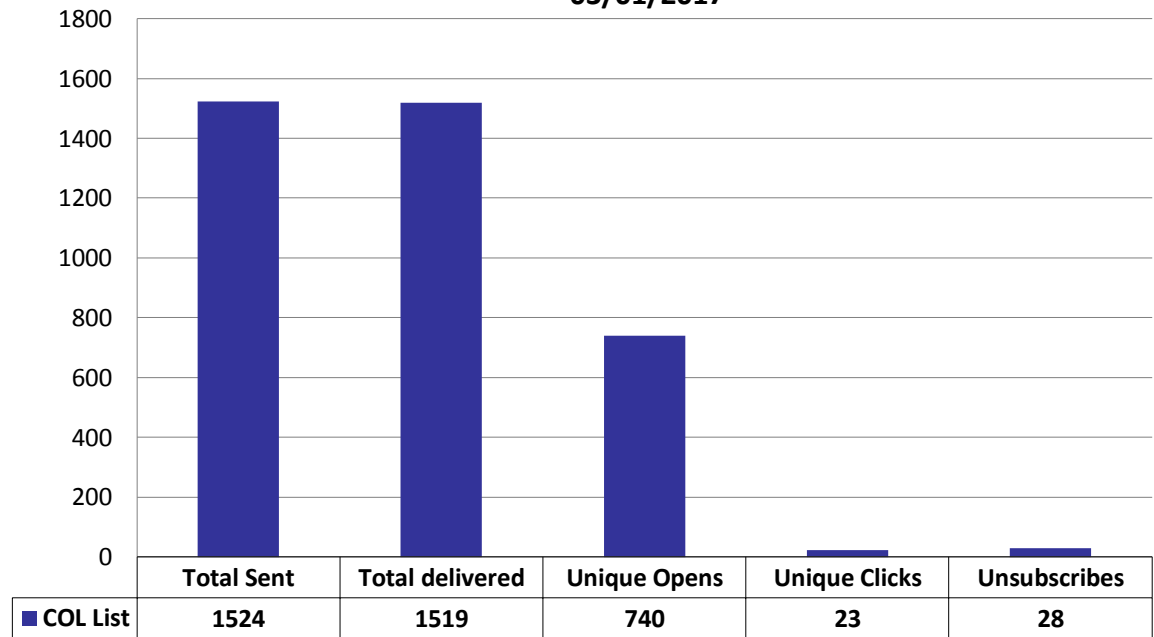
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**SPECIAL: PRESALE PASSWORD FOR MEXICO VS CROATIA MAY 27 at LAMC -
03/01/2017**





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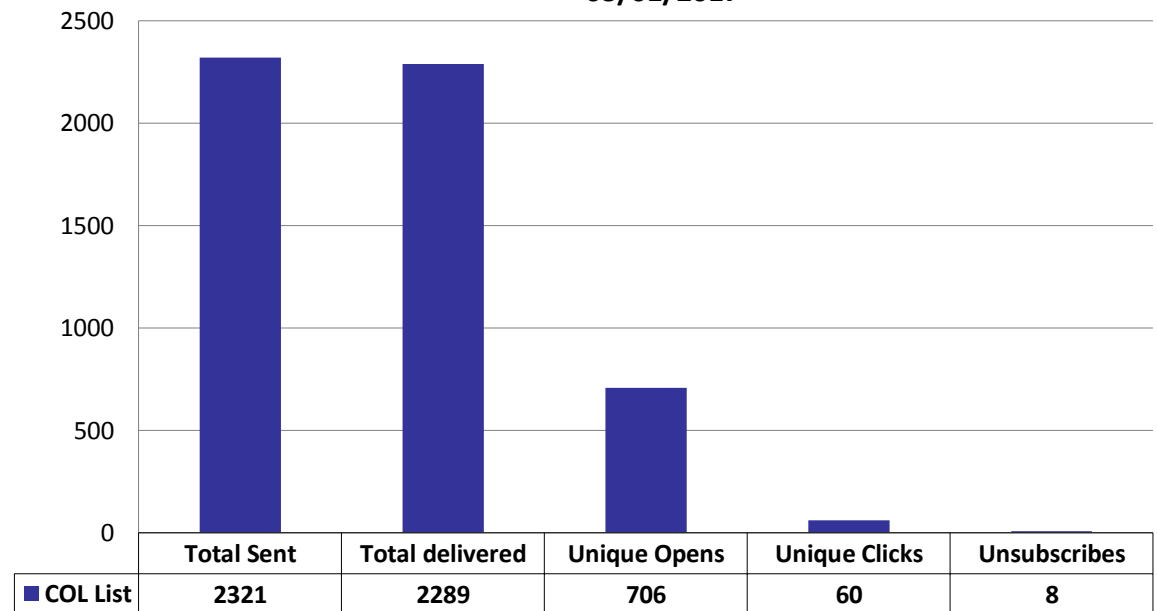
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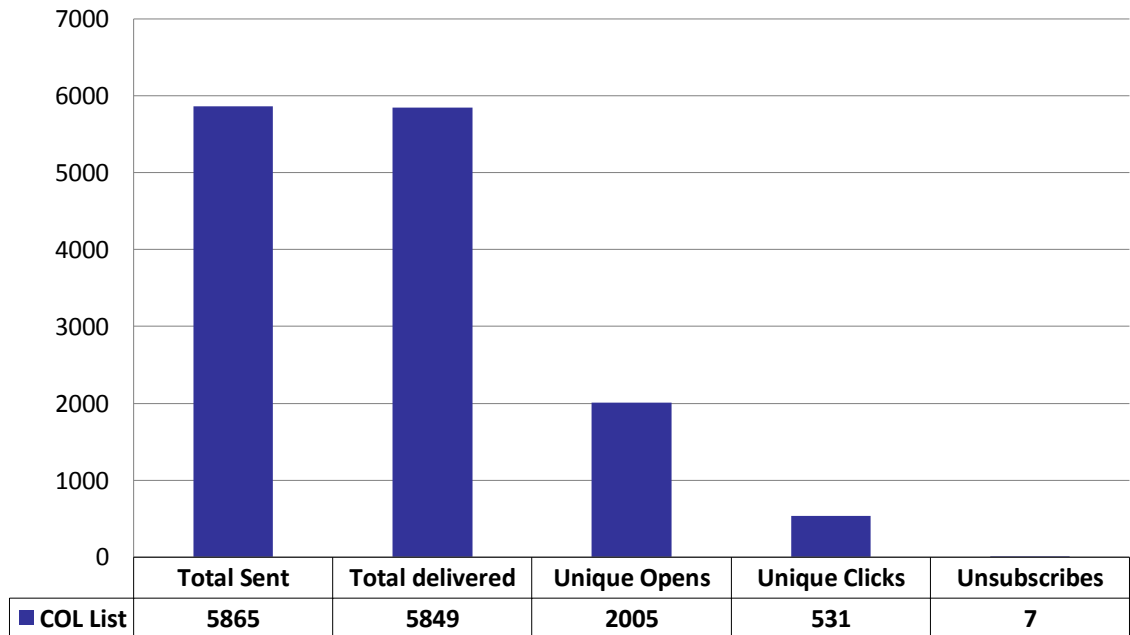
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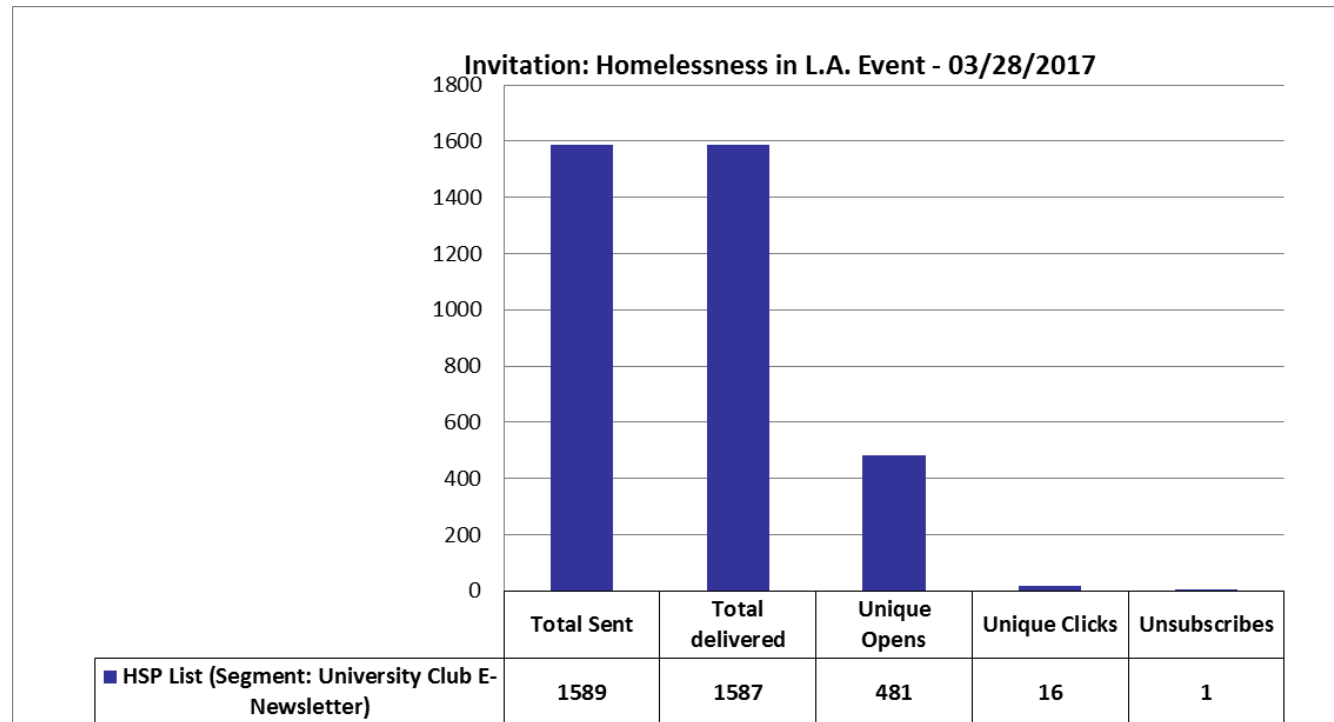
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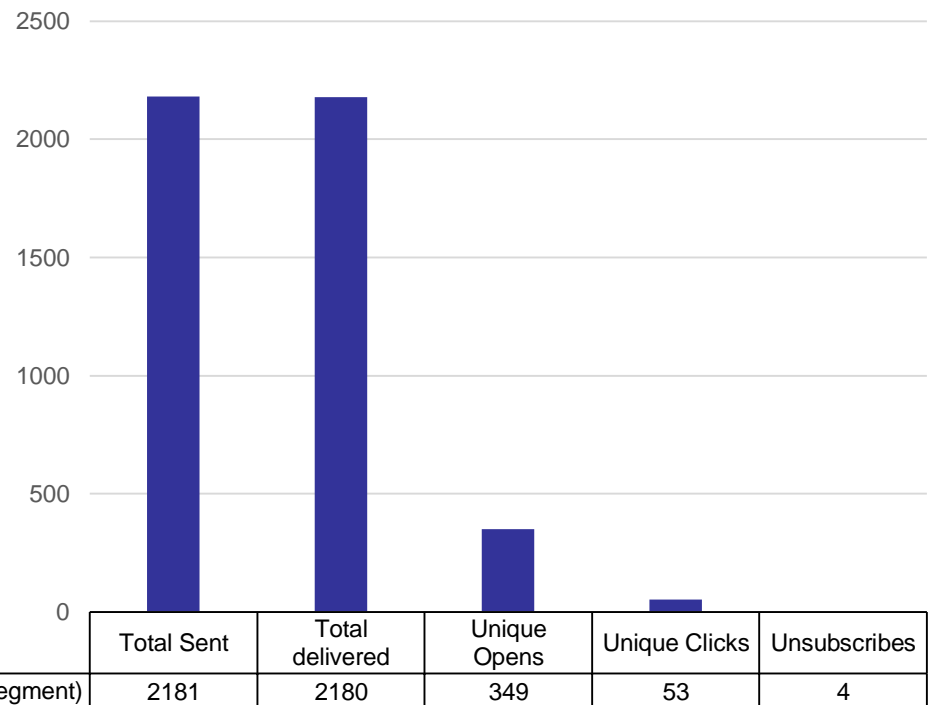
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****Eat on Campus** March 13 - 19 - 03/13/2017**





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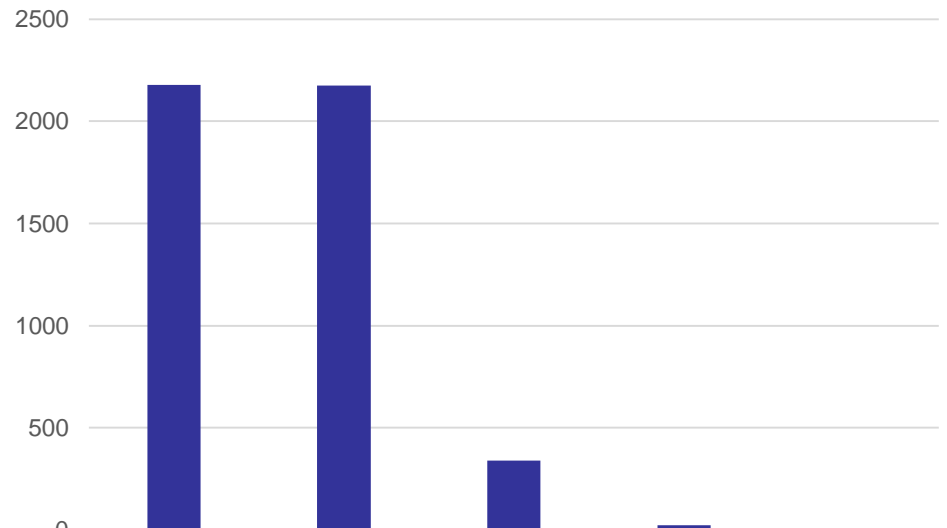
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****Eat on Campus** March 27 - April 2 - 03/27/2017**



■ HSP List (Unsaved segment)	2180	2176	339	24	2
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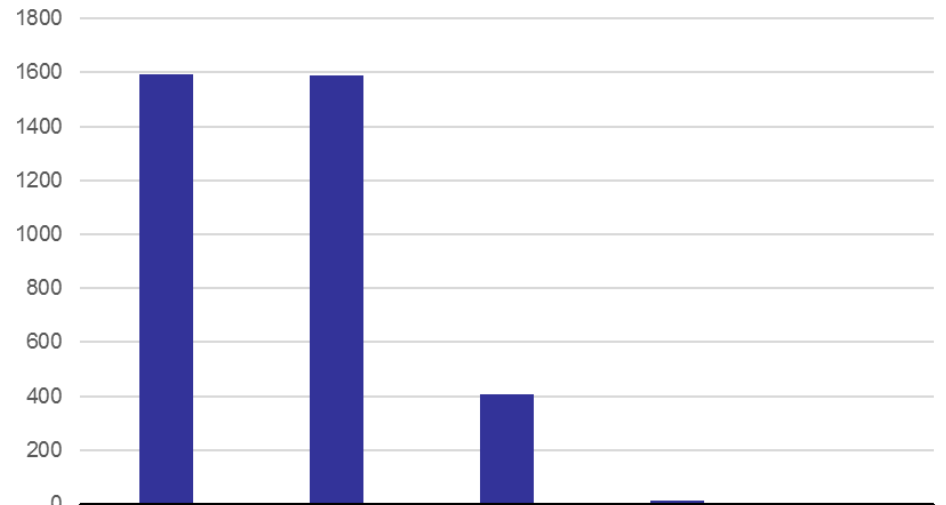
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Reminder: Nominations due TODAY for 2017-2019 Board of Councilors - 03/24/2017



■ HSP List (Segment: University Club E-Newsletter)

Total Sent

1592

Total delivered

1590

Unique Opens

405

Unique Clicks

13

Unsubscribes

0



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Email Campaign Reports

March 2017

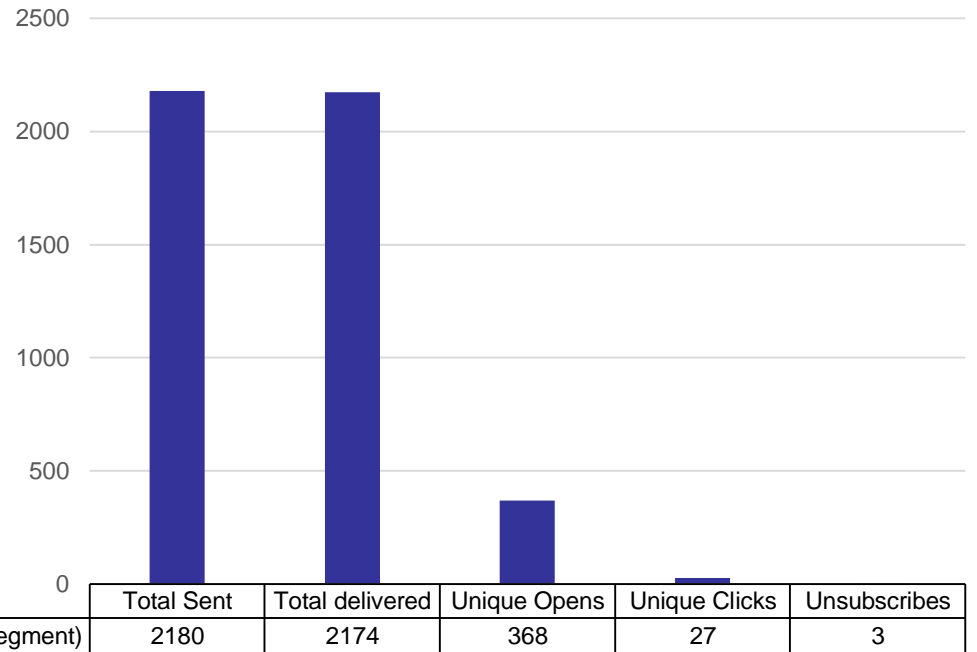
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Eat on Campus March 21 - 26 - 03/21/2017





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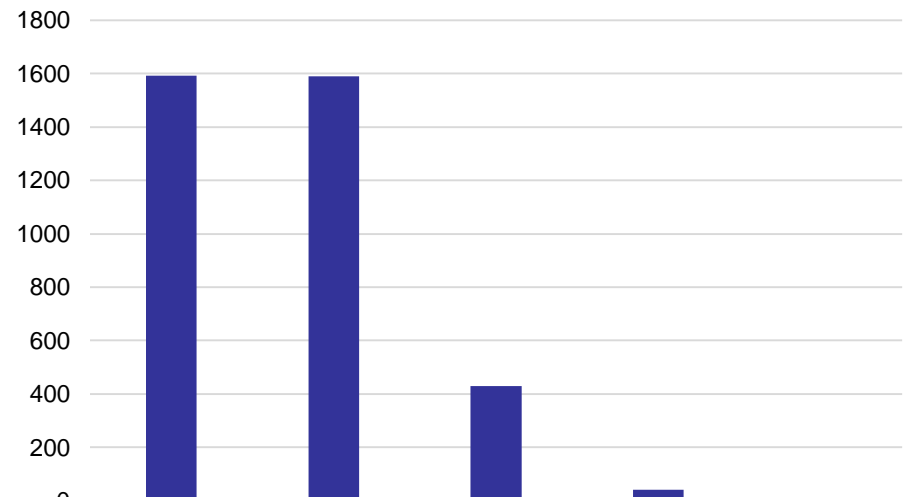
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This Week - March 20, 2017 - 03/20/2017



■ HSP List (Segment: University Club E-Newsletter)

Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
1592	1591	429	42	2



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Email Campaign Reports

March 2017

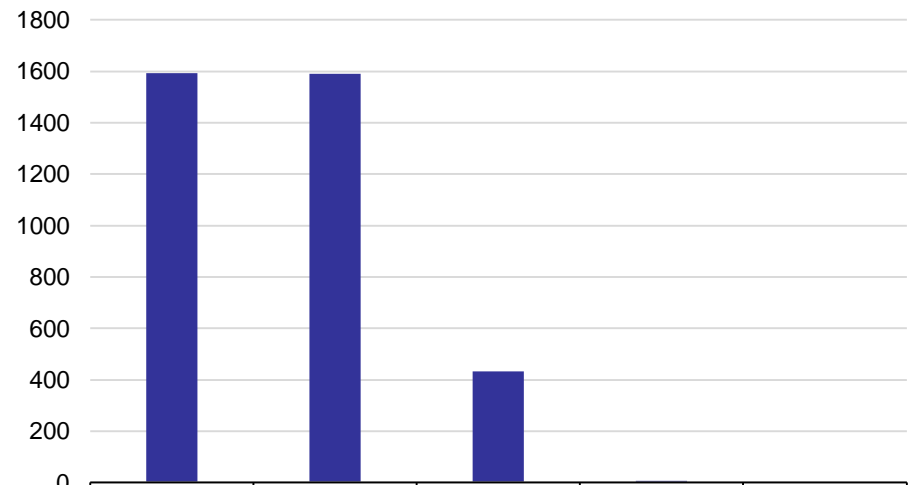
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NEW Speakers Added! Meet the Filmmakers of "Generation Revolution" - 03/15/2017



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
■ HSP List (Segment: University Club E-Newsletter)	1593	1591	433	7	1



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March 2017

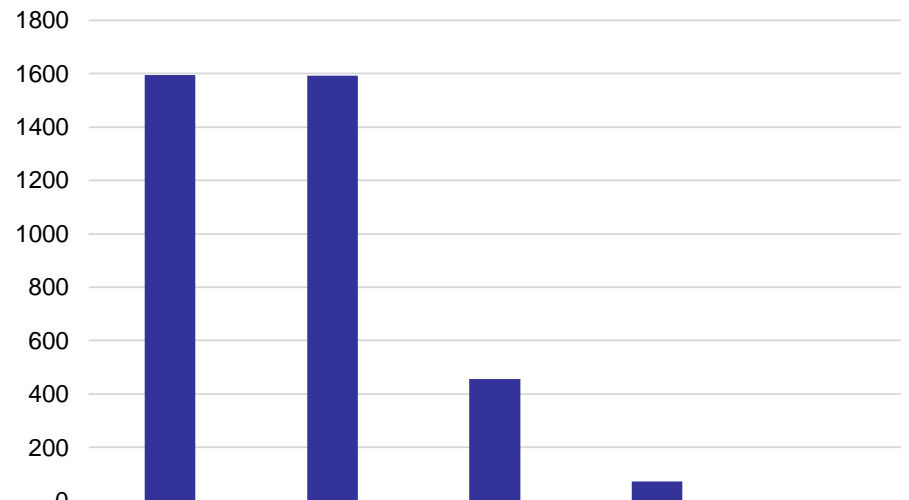
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This Week - March 13, 2017 - 03/13/2017



■ HSP List (Segment: University Club E-Newsletter)

Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
1594	1593	456	73	1



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March 2017

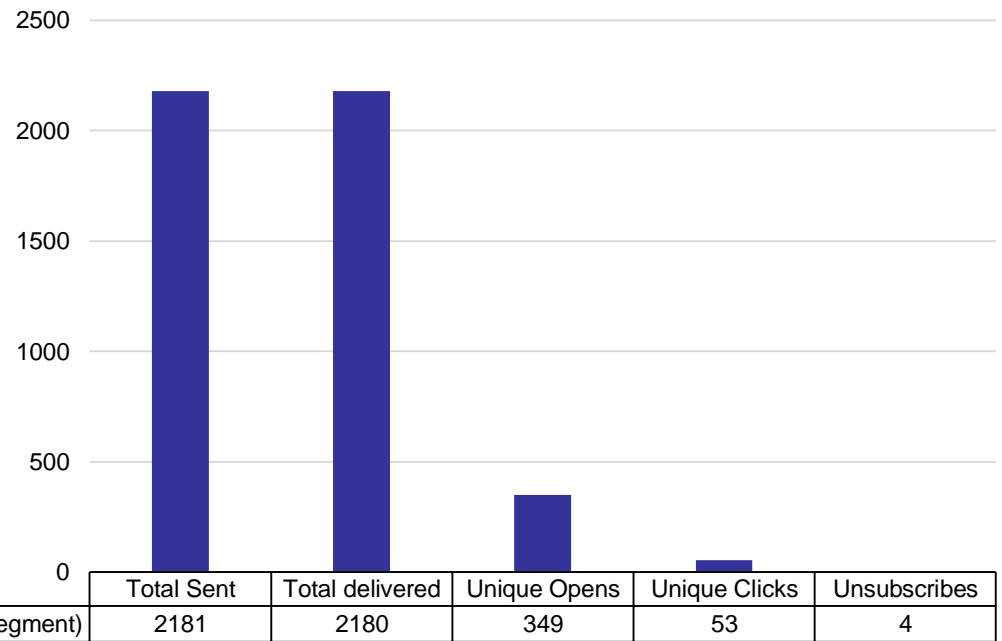
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****Eat on Campus** March 13 - 19 - 03/13/2017**





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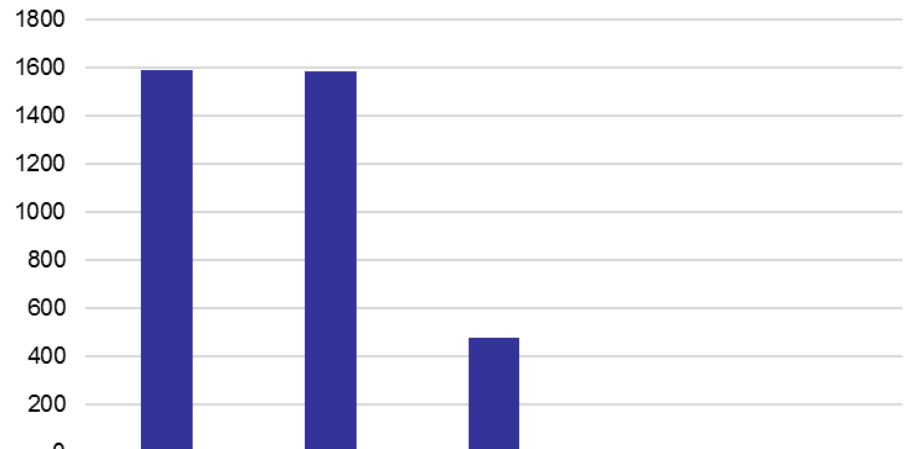
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Invitation: Meet the Filmmakers of "Generation Revolution" -
03/10/2017



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
■ HSP List (Segment: University Club E-Newsletter)	1589	1588	476	3	1



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March 2017

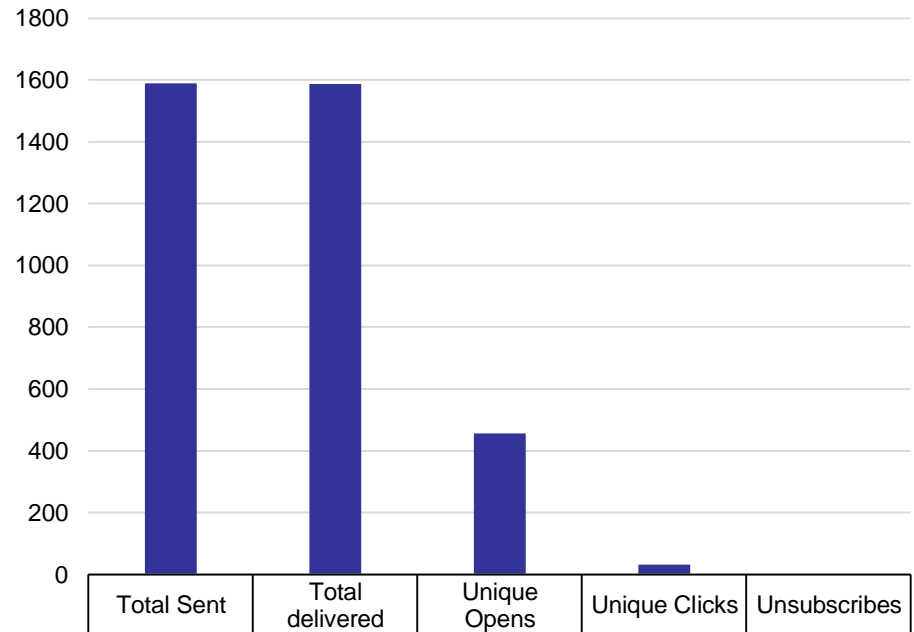
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**Call for Nominations: 2017-2019 Board of Councilors -
03/09/2017**



■ HSP List (Segment: University Club E-Newsletter)	1589	1588	455	31	0
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March 2017

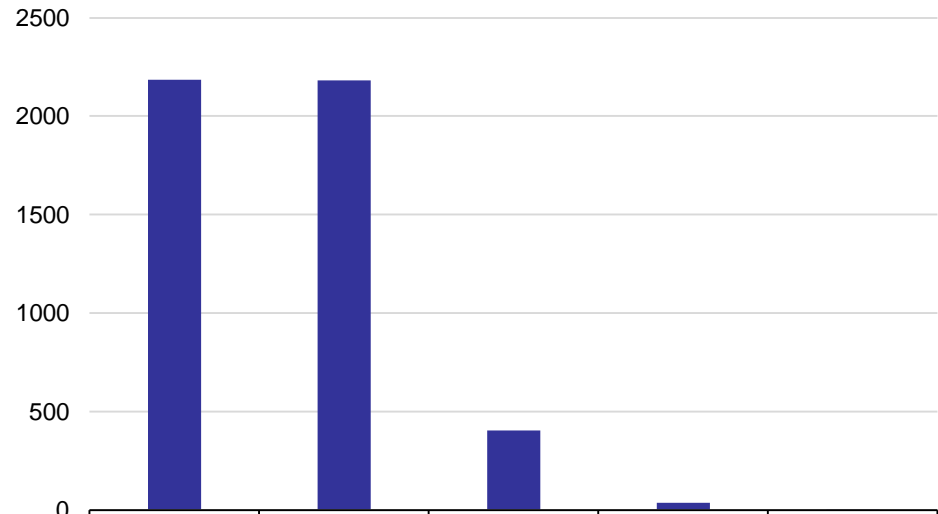
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USC Food Mail - News You Can Chew - 03/06/2017



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
HSP List (Unsaved Segment)	2185	2182	403	35	2

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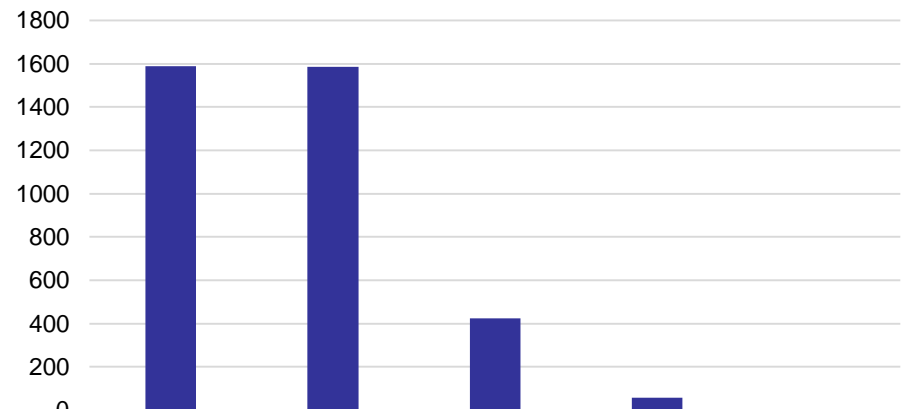
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**Dundon-Berchtold University Club of USC Newsletter:
March 2, 2017 - 03/02/2017**



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
■ HSP List (Segment: University Club E-Newsletter)	1588	1587	424	57	1



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Customer Satisfaction Report

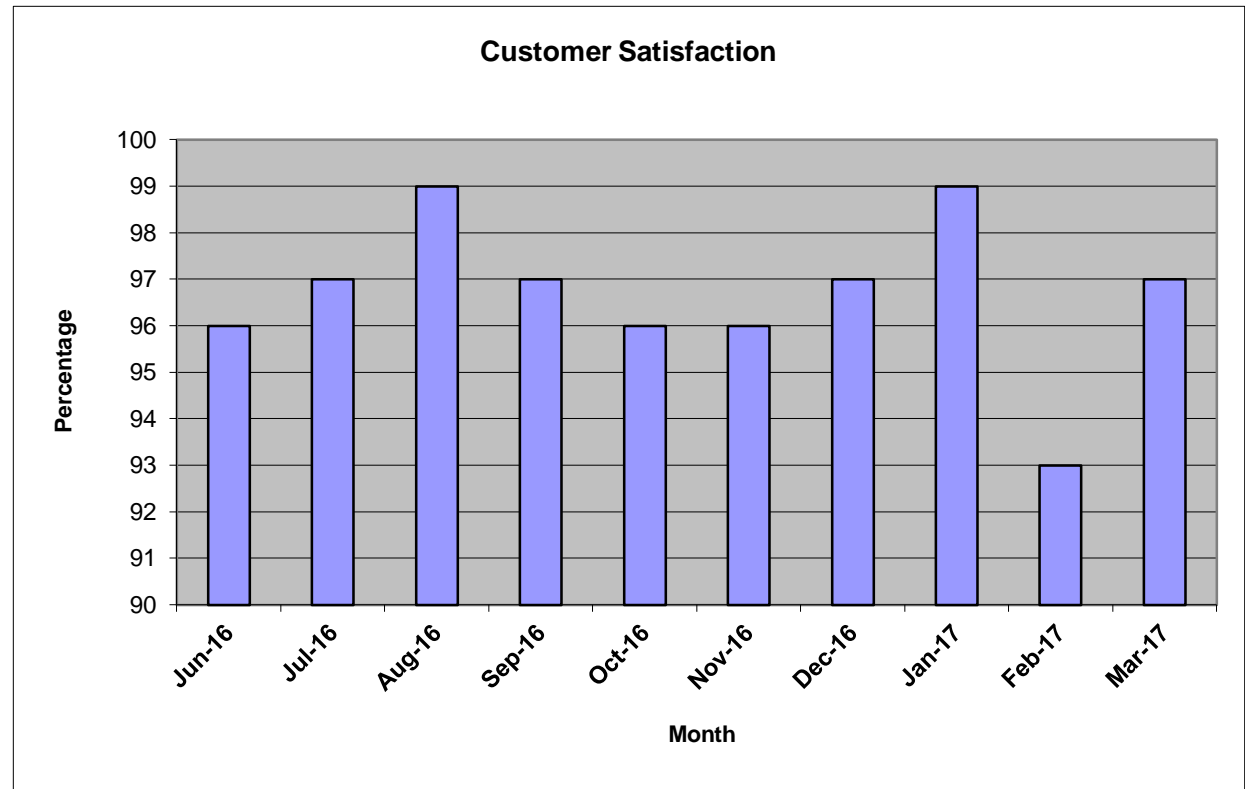
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Thank You !!