



AUXILIARY SERVICES IT

AS IT MONTHLY REPORTS

For May 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

May 2017

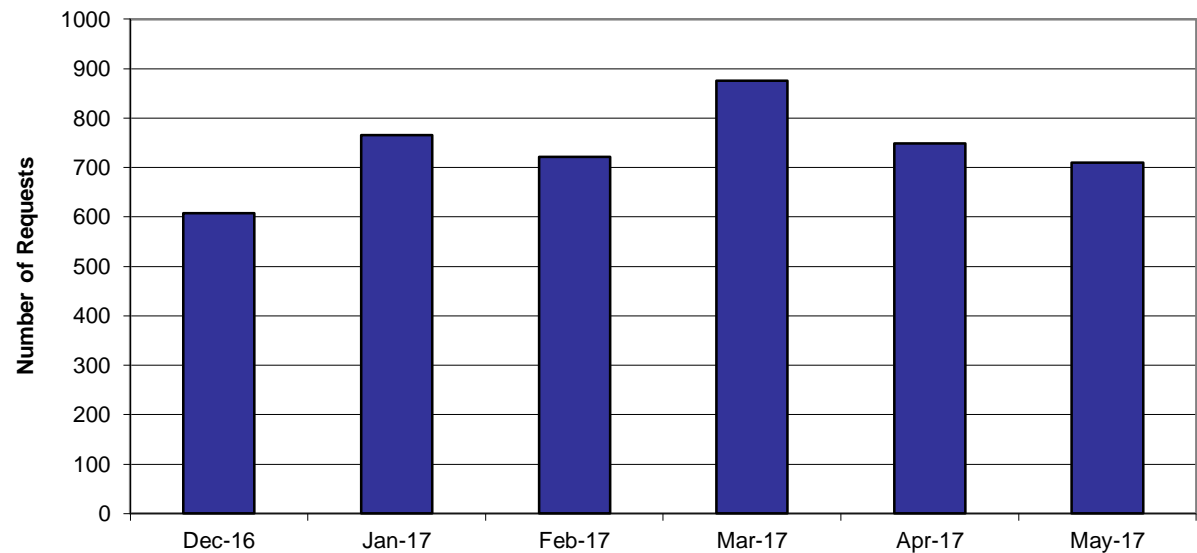
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Total New Requests



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Service Desk Reports

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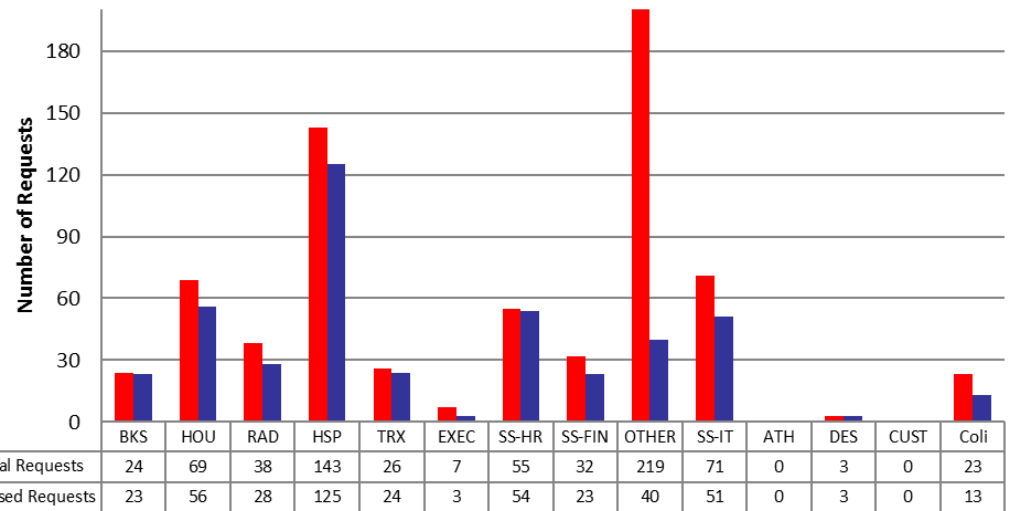
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Total New Vs Closed Requests





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Service Desk Reports

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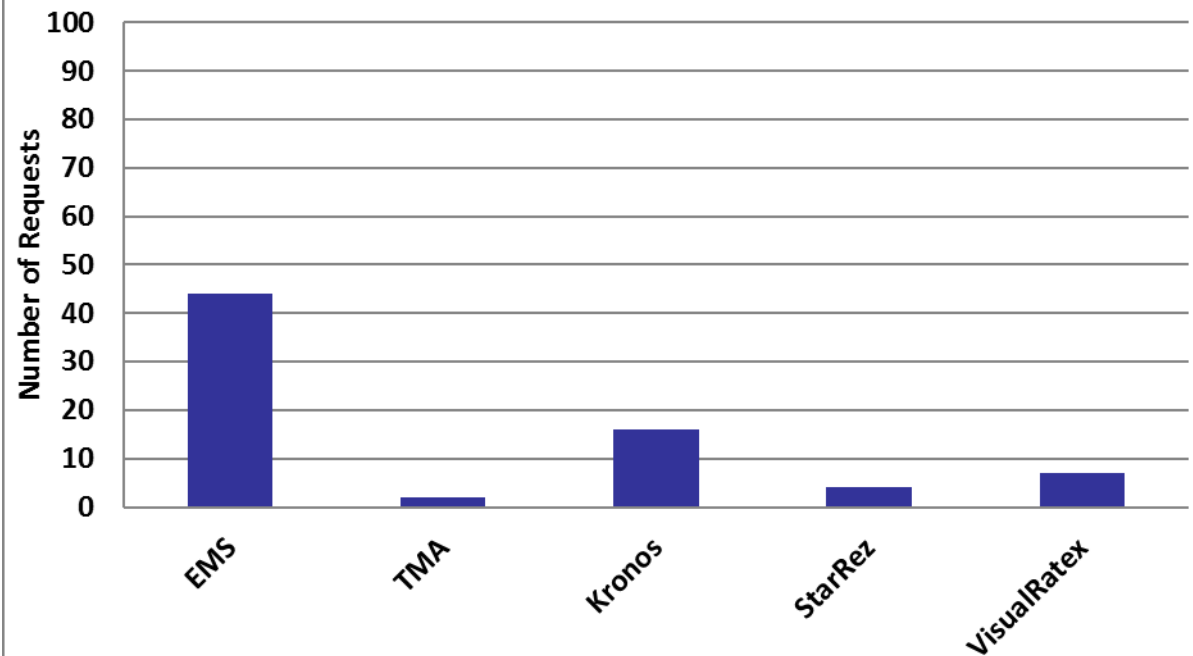
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Requests By BU System





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Service Desk Reports

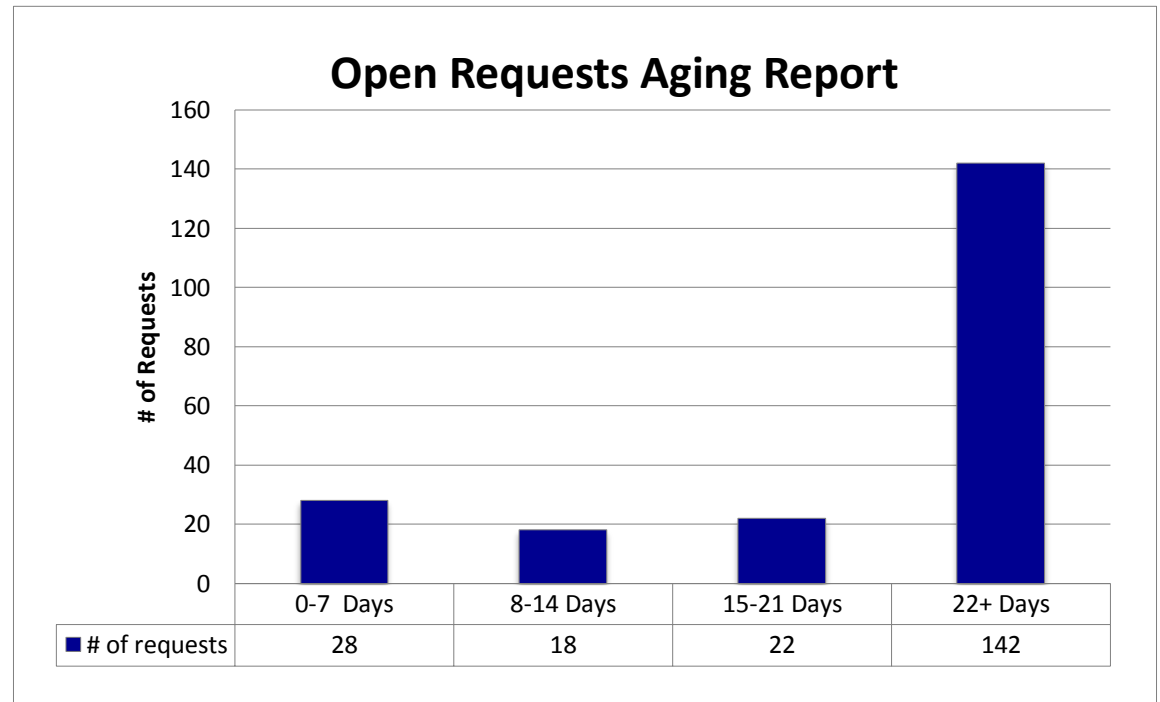
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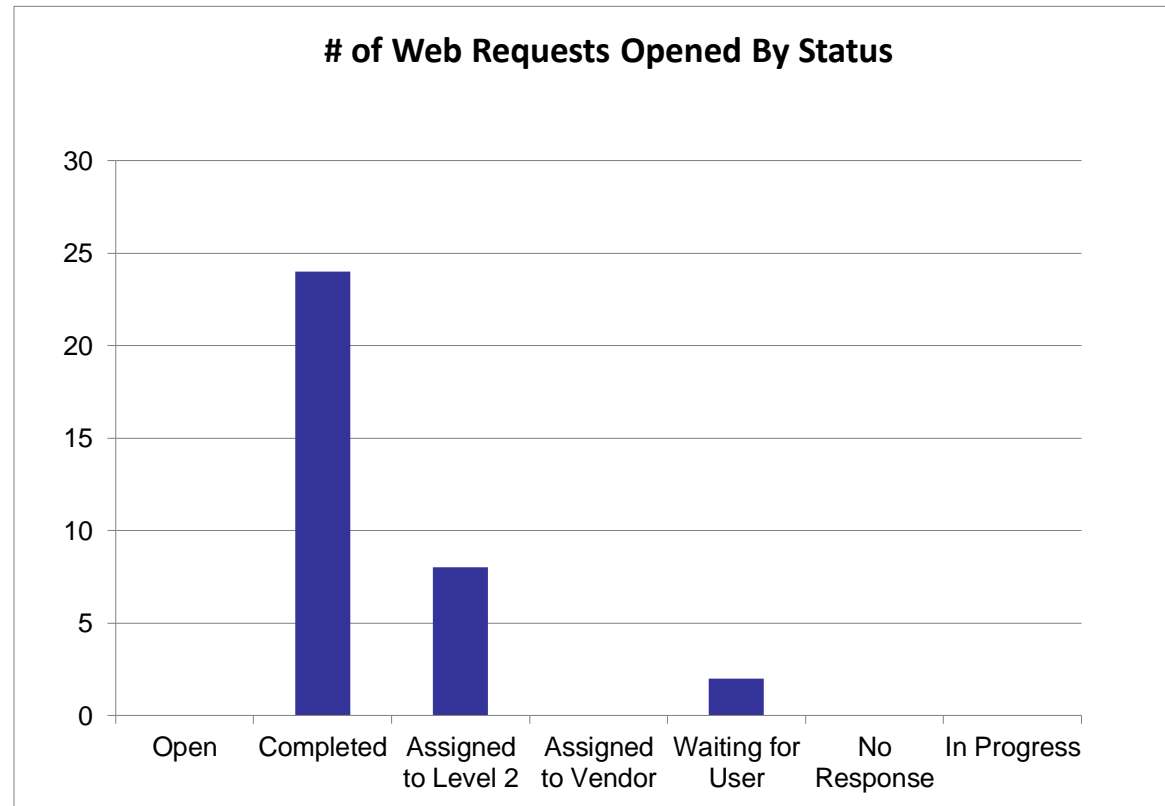
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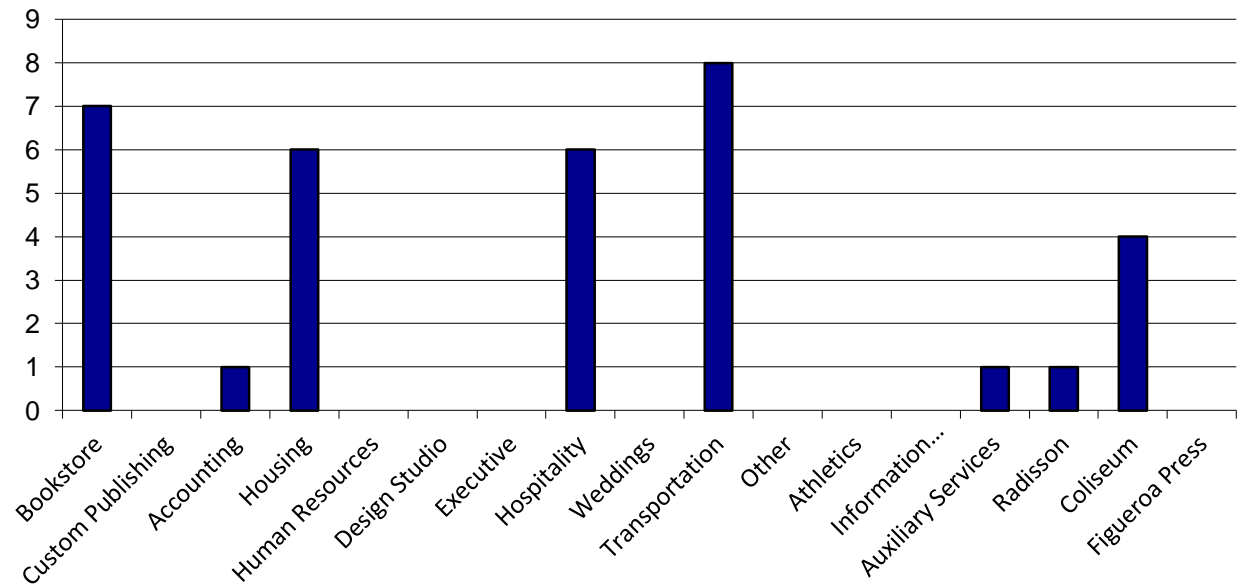
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of Web Requests Opened By Unit





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Service Desk Reports

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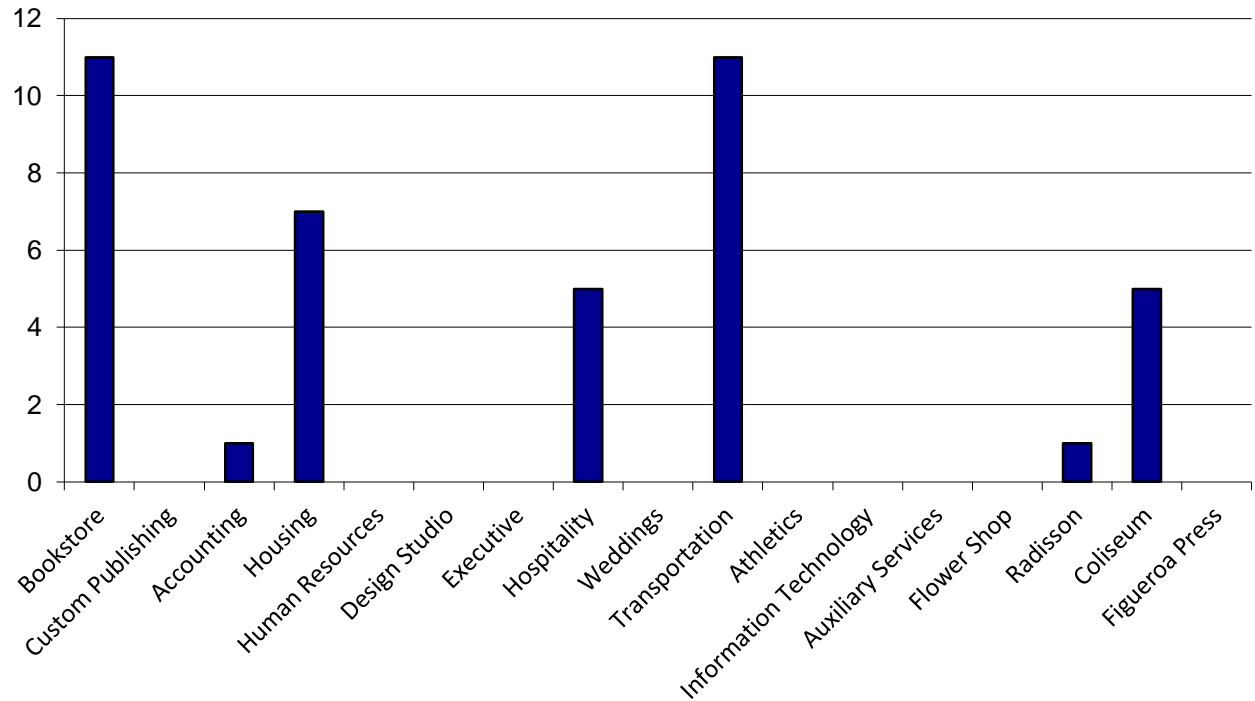
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of Web Requests Closed By Unit





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Website Reports

May 2017

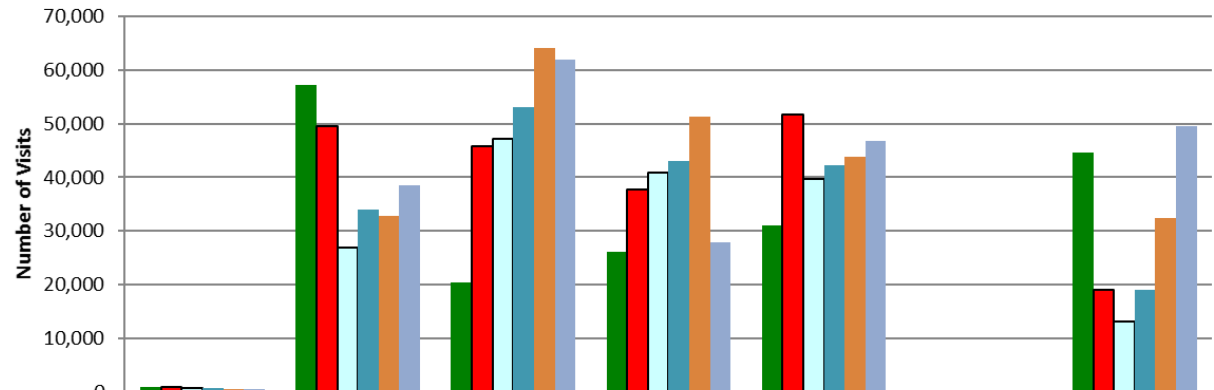
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Web Visits Per Month - BU Main Sites



	aux.usc.edu	Bookstore	Housing	Hospitality	Transportation	BKS - Other (Flower shop)	Coliseum
■ Dec-16	782	57,152	20,302	26,048	31,078	0	44,526
■ Jan-17	848	49,618	45,712	37,772	51,622	0	19,033
□ Feb-17	590	26,905	47,189	40,805	39,737	0	13,109
■ Mar-17	650	34,042	53,143	43,124	42,308	0	19,103
■ Apr-17	534	32,820	64,135	51,246	43,829	0	32,339
■ May-17	487	38,527	62,023	27,818	46,705	0	49,463

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Website Reports

May 2017

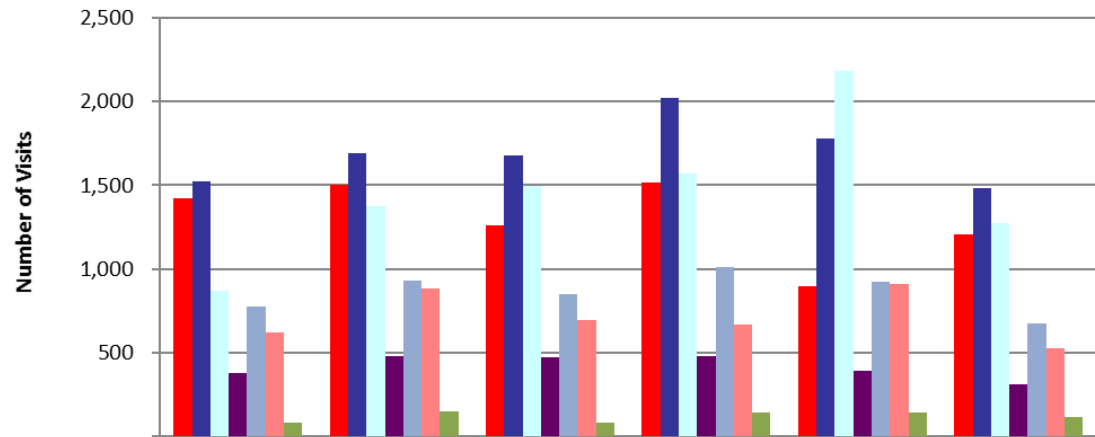
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Web Visits Per Month - HSP Micro Sites



	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17
McKays	1,421	1,504	1,260	1,518	899	1,206
The Lab	1,524	1,690	1,677	2,018	1,776	1,482
Moreton Fig	870	1,373	1,495	1,570	2,181	1,276
Rosso Oro's Pizzeria	375	481	470	476	393	312
Seeds Marketplace	774	931	847	1,011	923	677
Traditions	623	880	695	665	912	529
The Edmondson	78	149	79	140	143	115



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Website Reports

May 2017

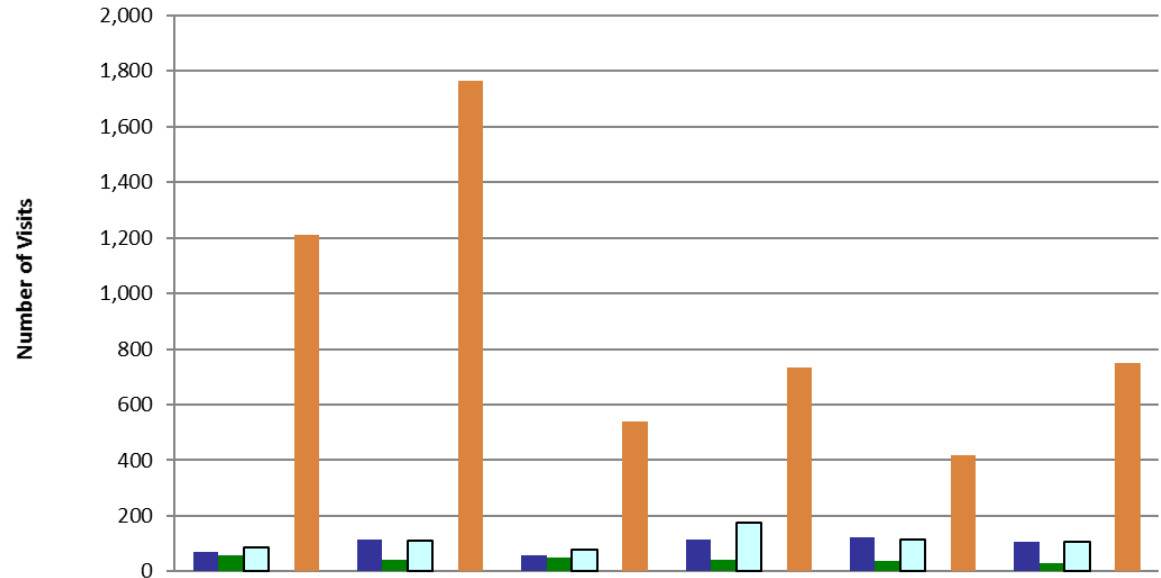
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Web Visits Per Month - Other Sites



	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17
Figueroa Press	71	113	58	116	124	106
Gamble-house Store	57	43	49	41	37	31
USC Radisson Event	85	110	80	177	113	108
Weddings at USC	0	0	0	0	0	0
Custom-publishing	1,211	1,763	539	732	418	749



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Website Reports

May 2017

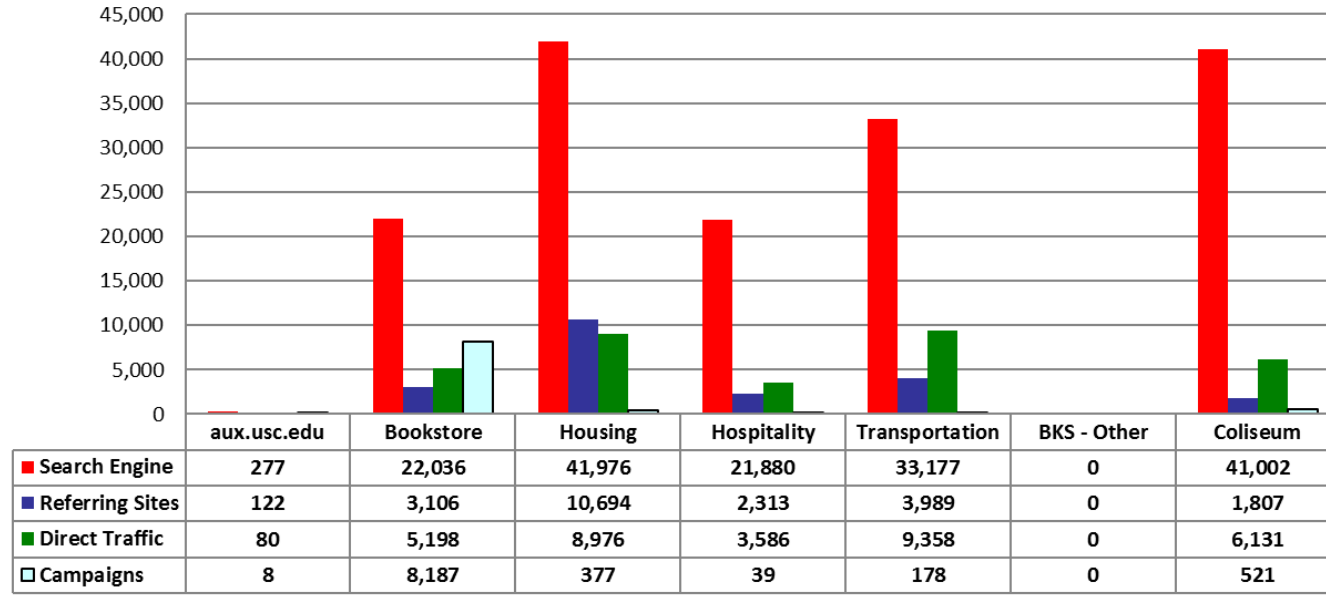
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May 2017 Traffic Sources - BU Main Sites





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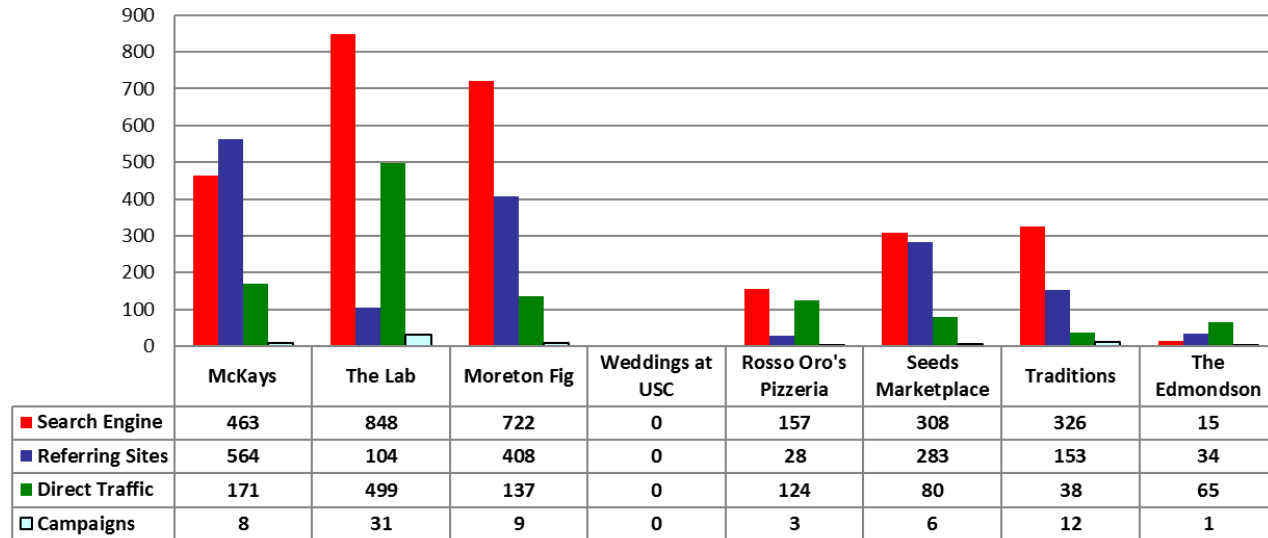
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May 2017 Traffic Sources - HSP Micro Sites





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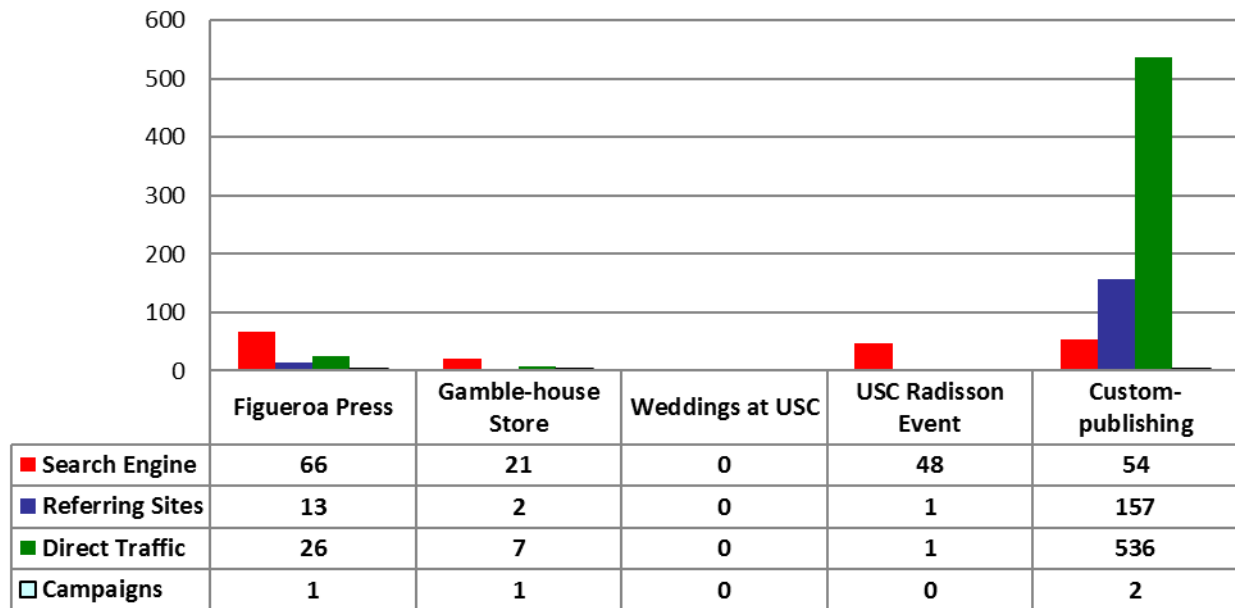
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May 2017 Traffic Sources - Other Sites





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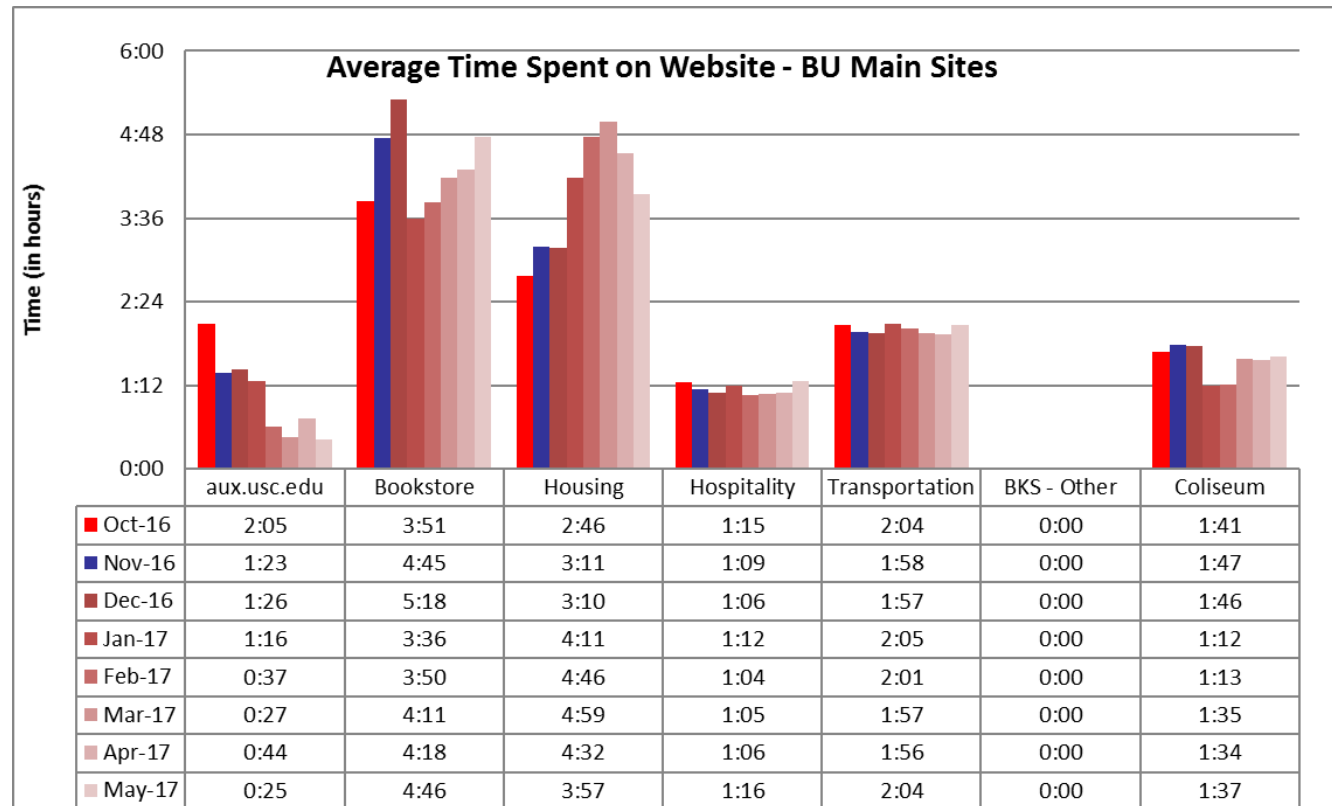
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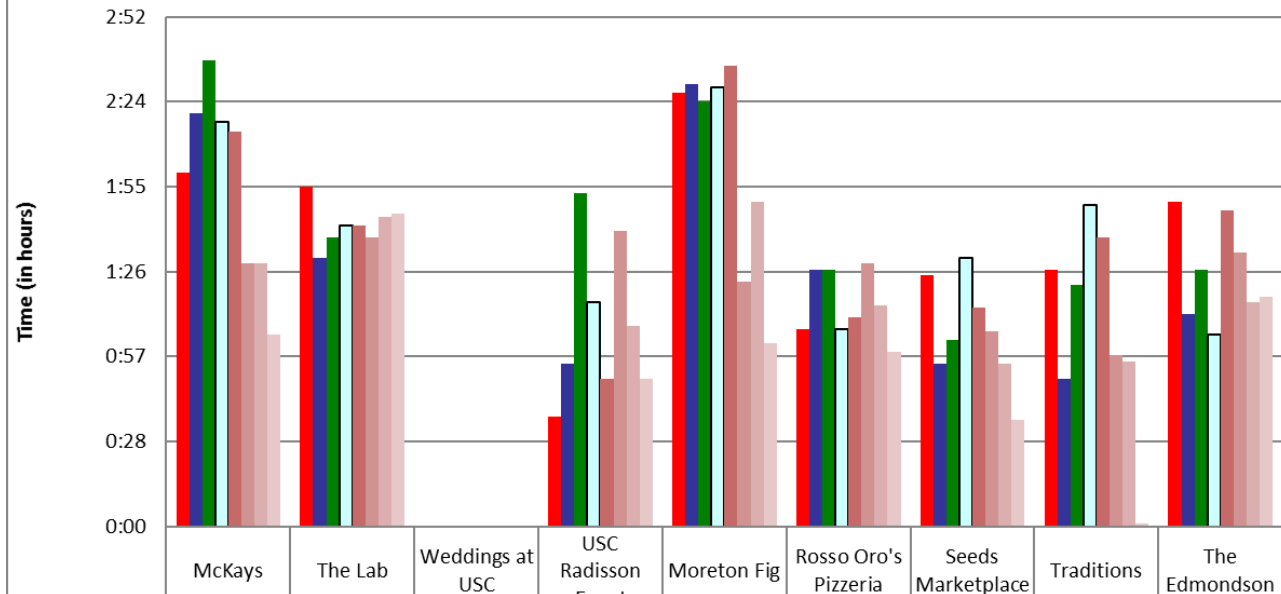
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Average Time Spent on Website - HSP Micro Sites



	McKays	The Lab	Weddings at USC	USC Radisson Event	Moreton Fig	Rosso Oro's Pizzeria	Seeds Marketplace	Traditions	The Edmondson
■ Oct-16	2:00	1:55	0:00	0:37	2:27	1:07	1:25	1:27	1:50
■ Nov-16	2:20	1:31	0:00	0:55	2:30	1:27	0:55	0:50	1:12
■ Dec-16	2:38	1:38	0:00	1:53	2:24	1:27	1:03	1:22	1:27
■ 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



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Website Reports

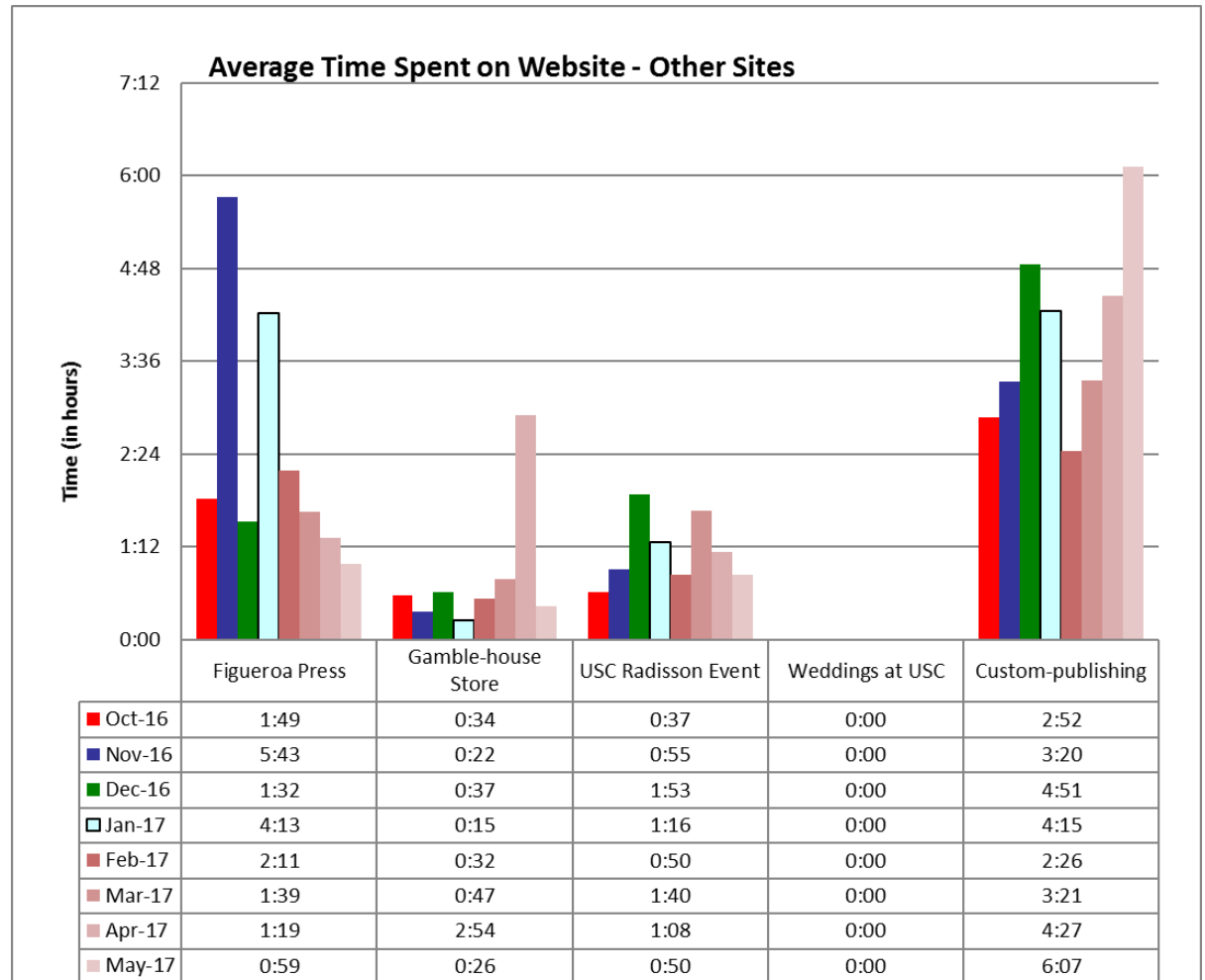
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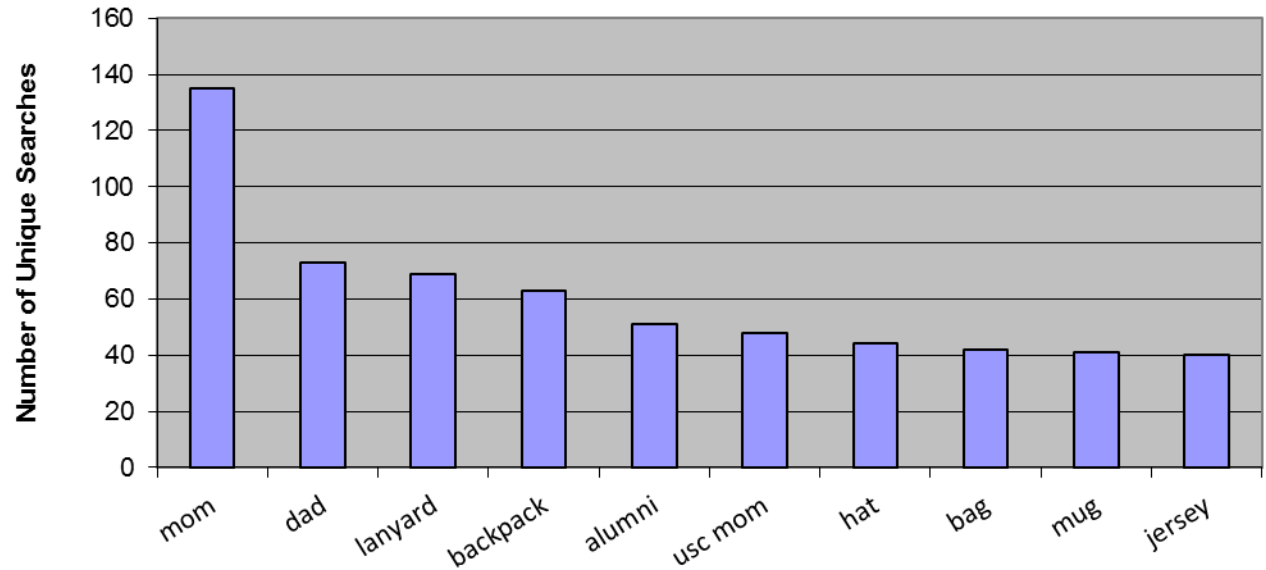
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Bookstore Charts
10 Most Searched Items May 2017





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Website Reports May 2017

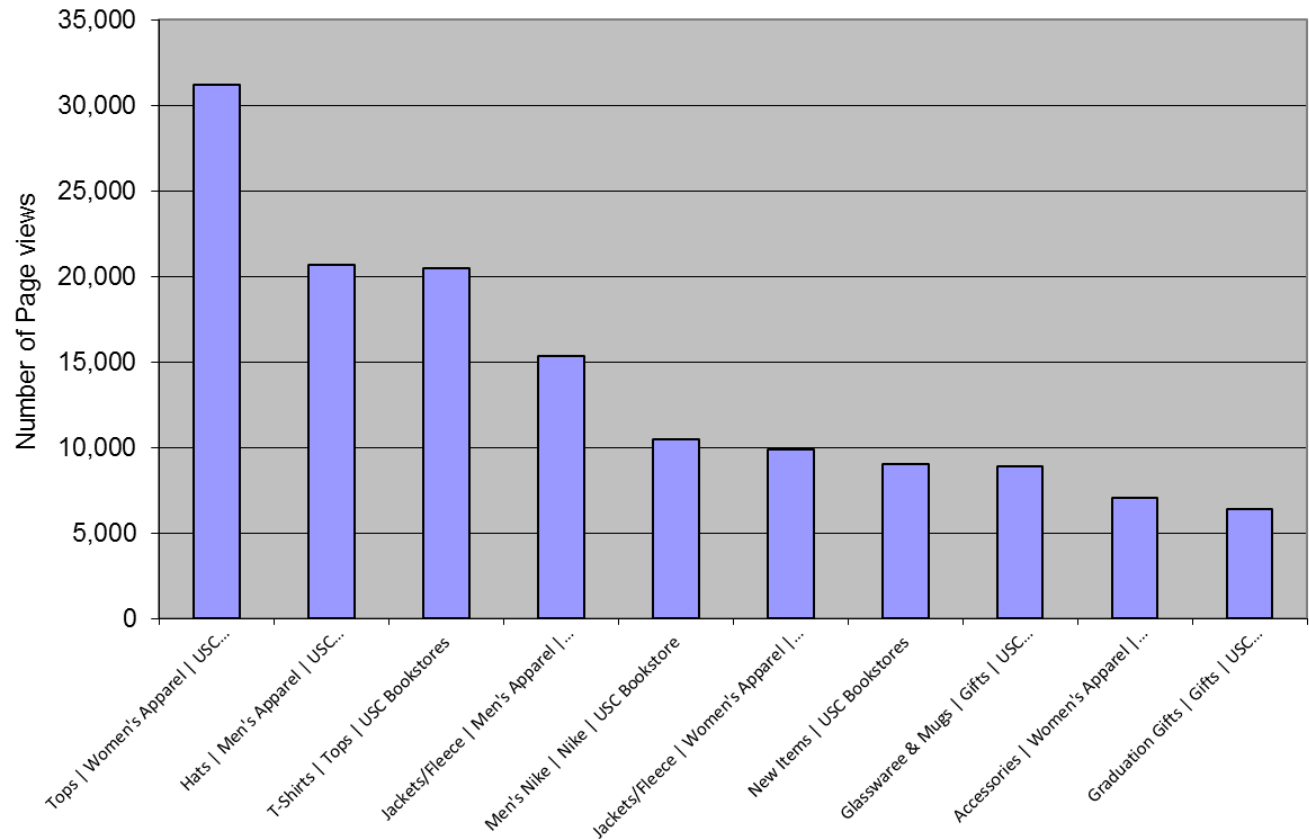
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Bookstore Charts
10 Most Viewed Pages - May 2017





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Website Reports

May 2017

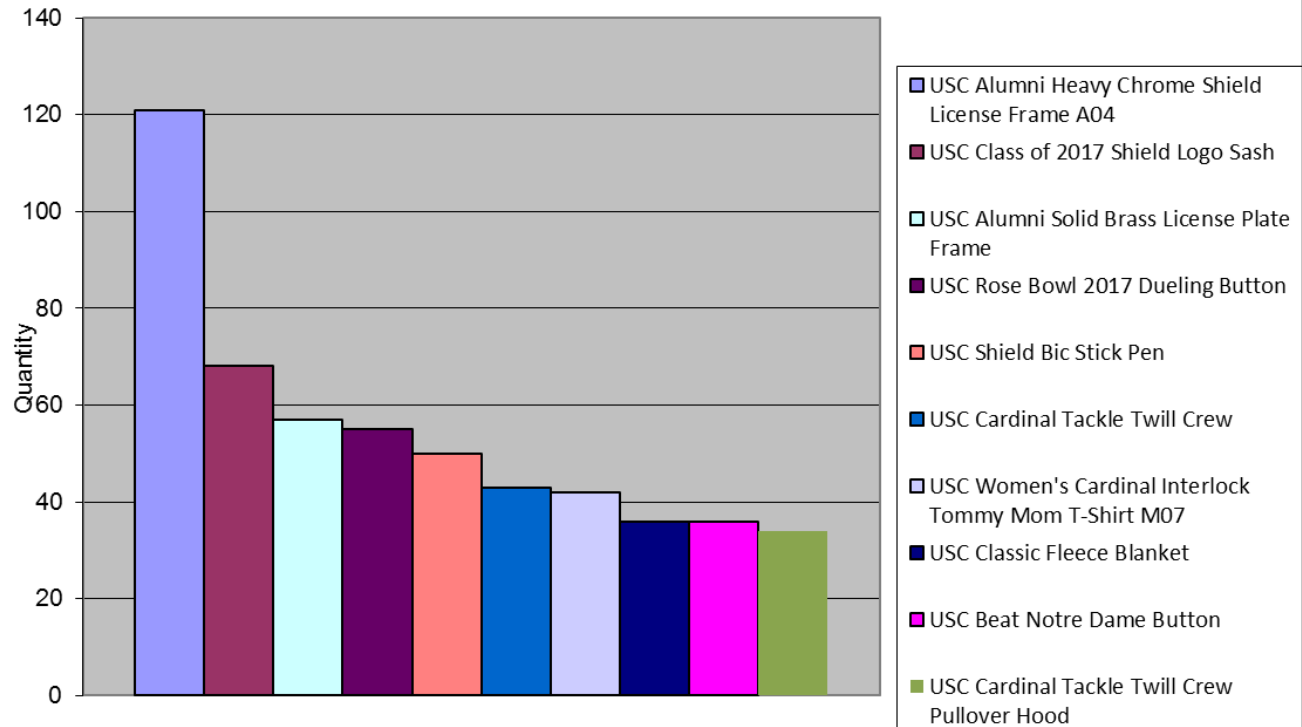
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Bookstore Charts
10 Most Purchased Products May 2017





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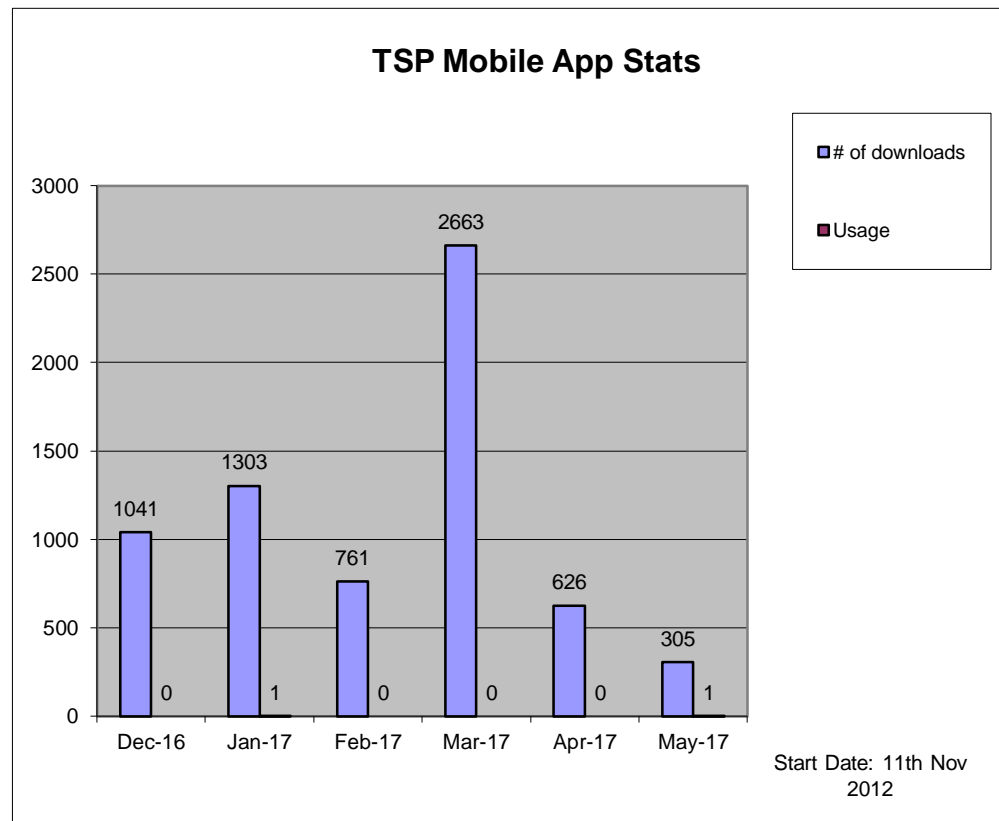
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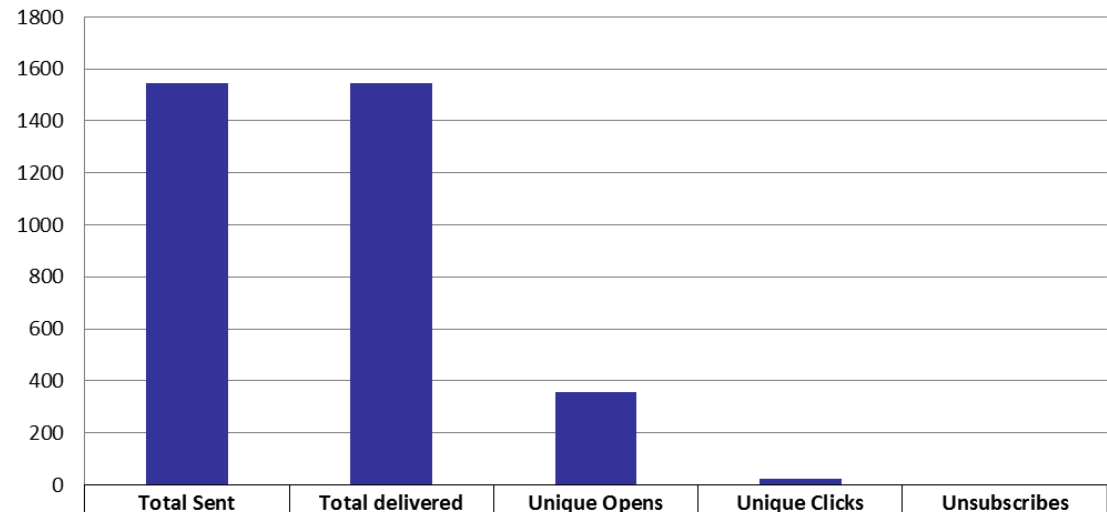
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Sale on Logo Brands - Only at HSC! - 05/30/2017



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
BKS List (Segment: BKS HSC)	1547	1544	357	21	0



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Email Campaign Reports

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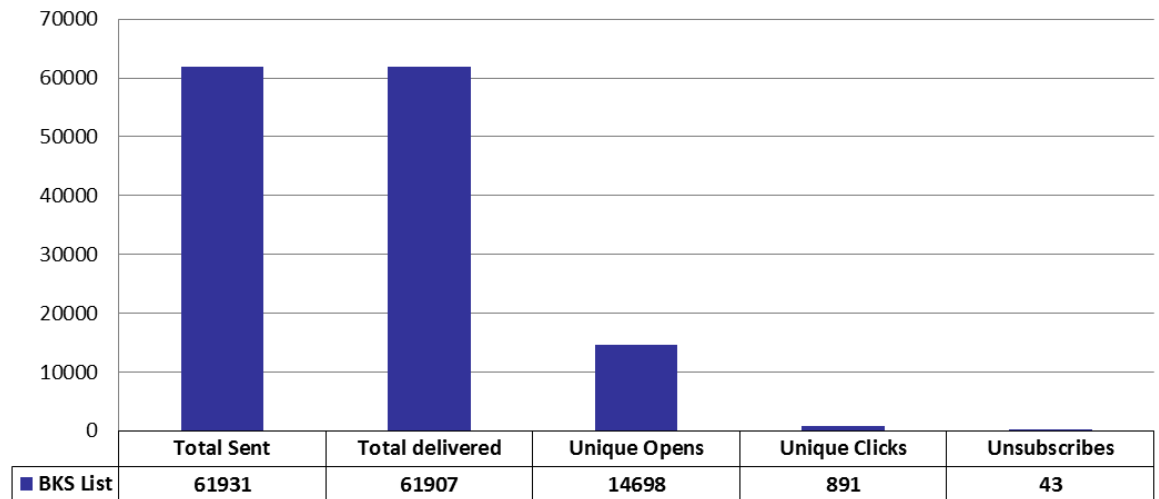
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Operation Hat Trick - Supporting Service Members & Veterans - 05/30/2017





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Email Campaign Reports

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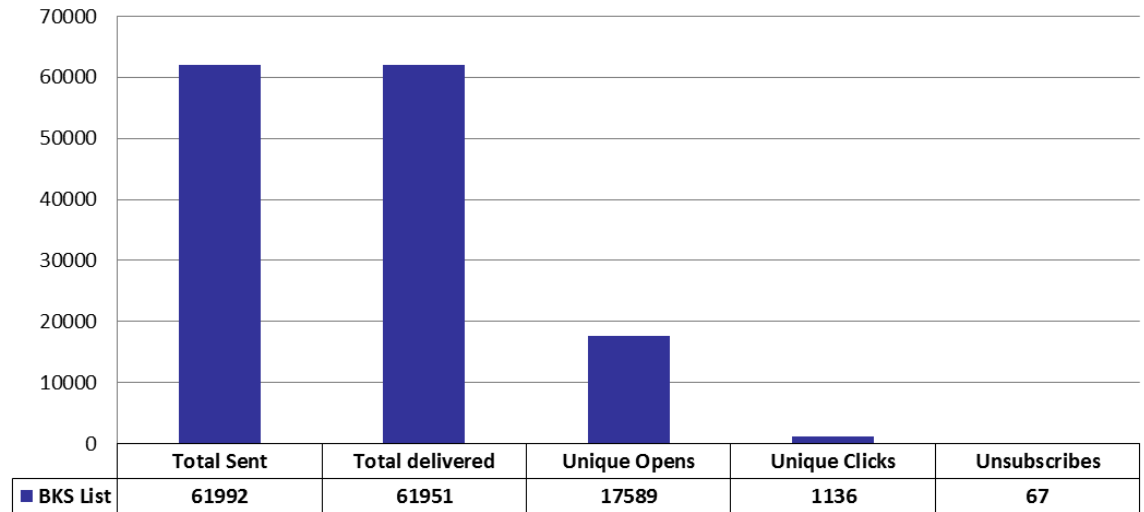
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Memorial Day Sale Extended at USCBookstore.com! - 05/24/2017





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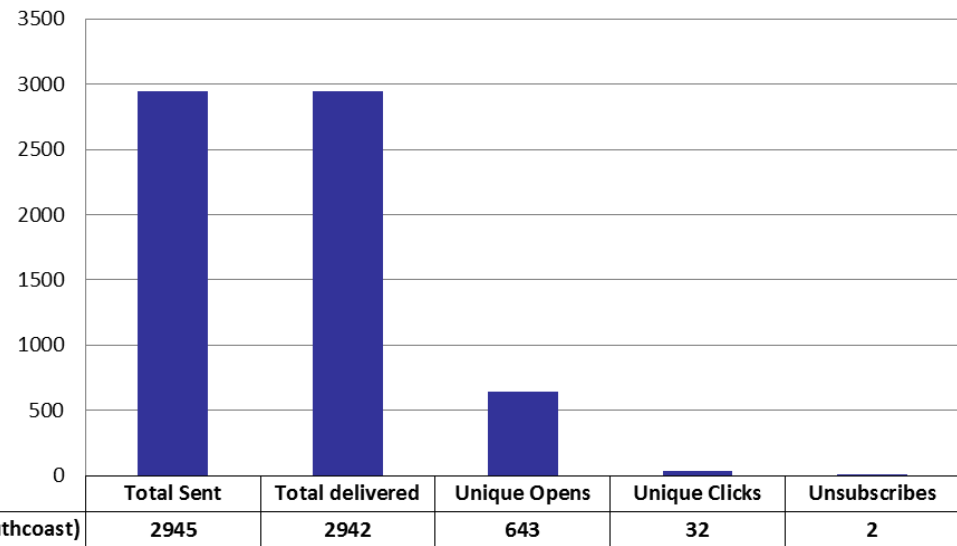
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SC Trojan Town Memorial Day Sale Extended! - 05/24/2017





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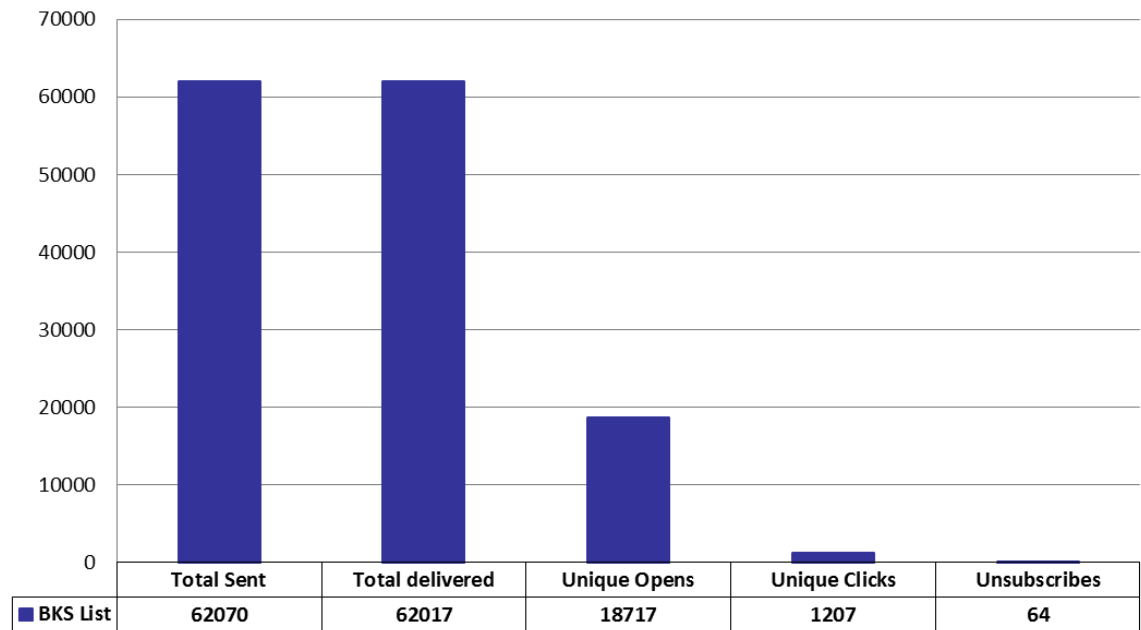
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Timeless Trojan Styles - 05/23/2017





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Email Campaign Reports

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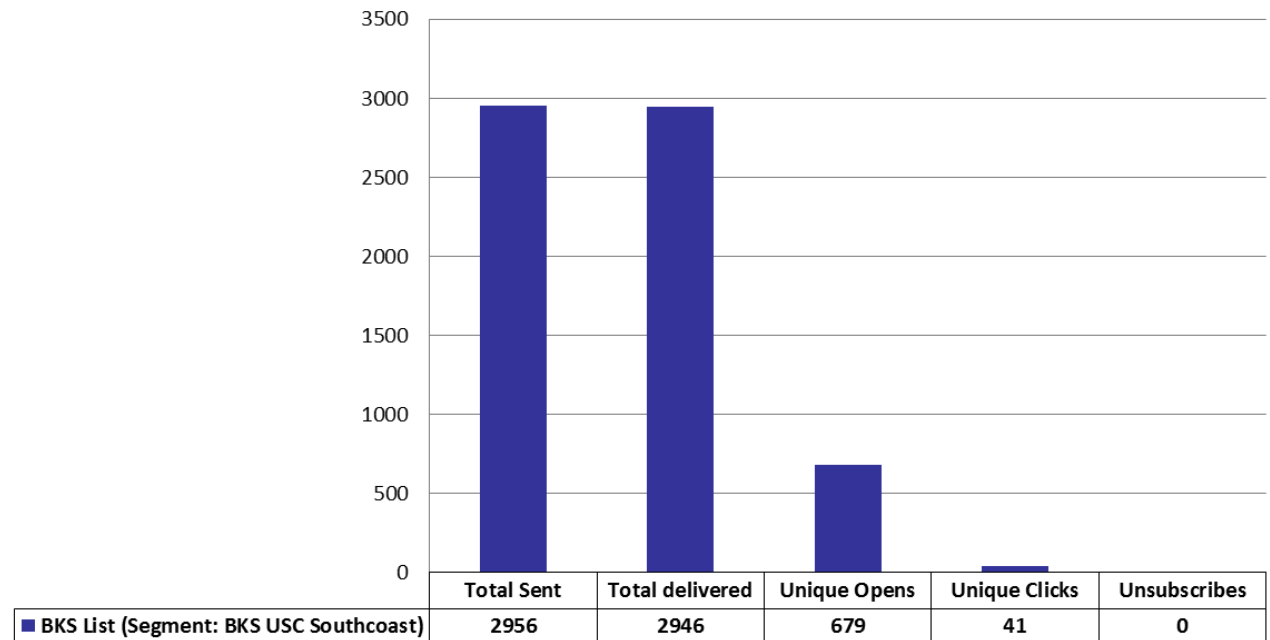
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SC Trojan Town Memorial Day Sale at South Coast Plaza - 05/21/2017





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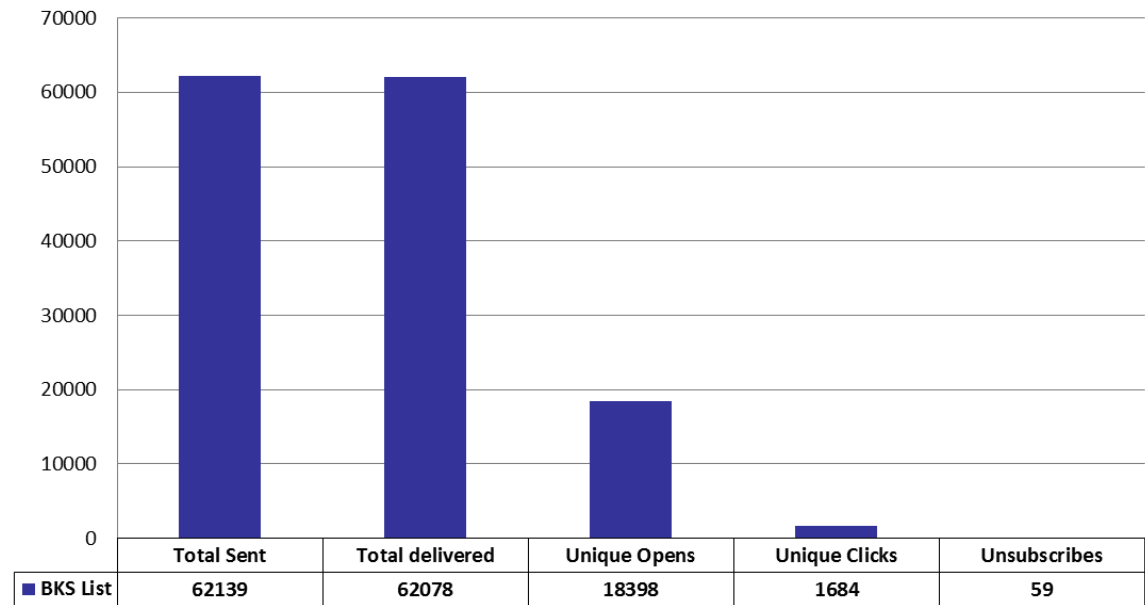
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Memorial Day Sale - Online at USCBookstore.com - 05/21/2017





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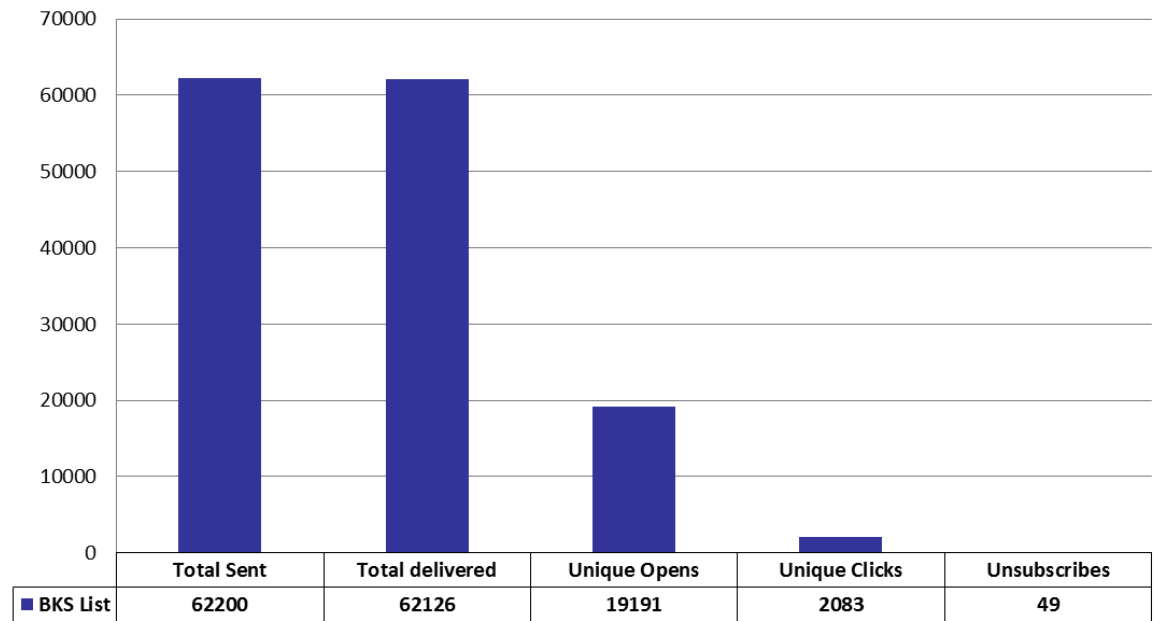
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Memorial Day Sale - Online at USCBookstore.com - 05/16/2017





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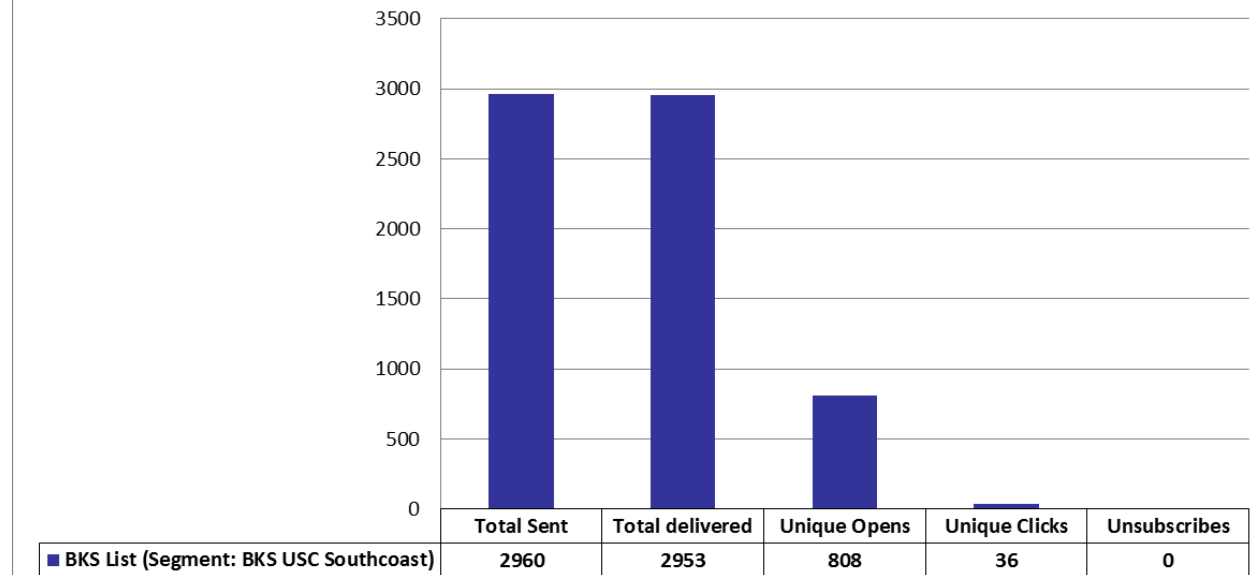
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SC Trojan Town Memorial Day Sale at South Coast Plaza - 05/16/2017





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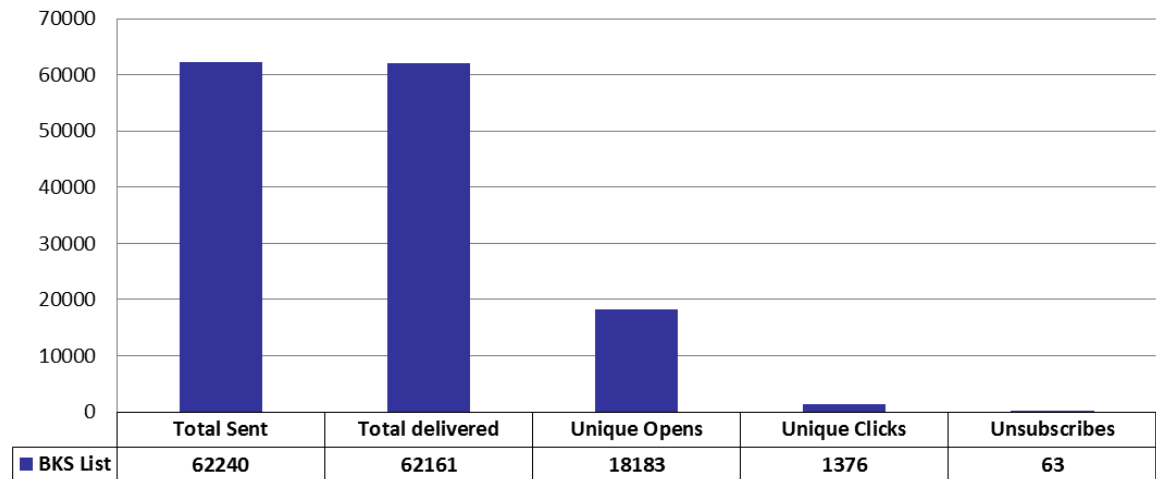
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USC & Logo Brands Top Off the Summer Party! - 05/16/2017





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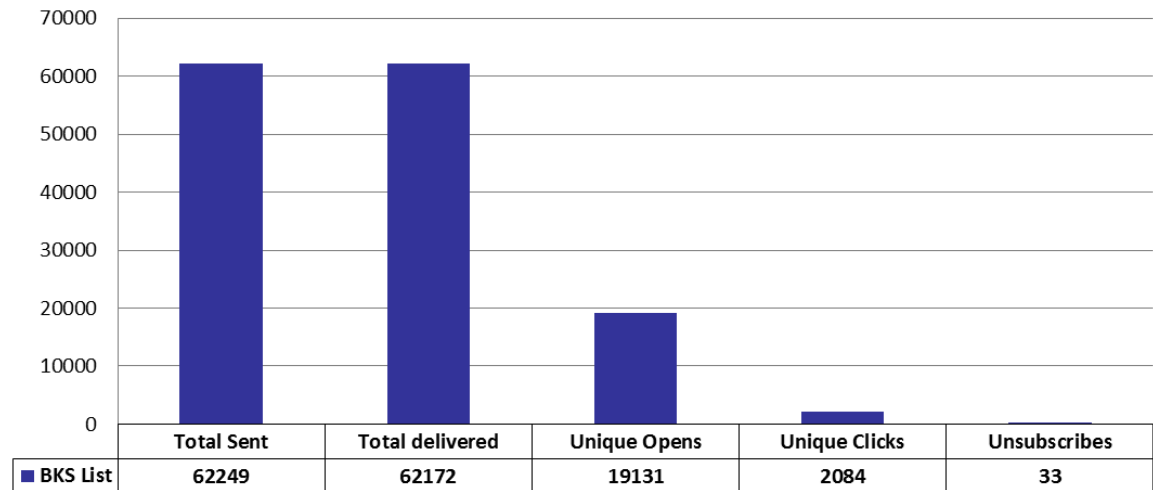
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New USC 47 Styles - Let Your You Out! - 05/09/2017





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Email Campaign Reports

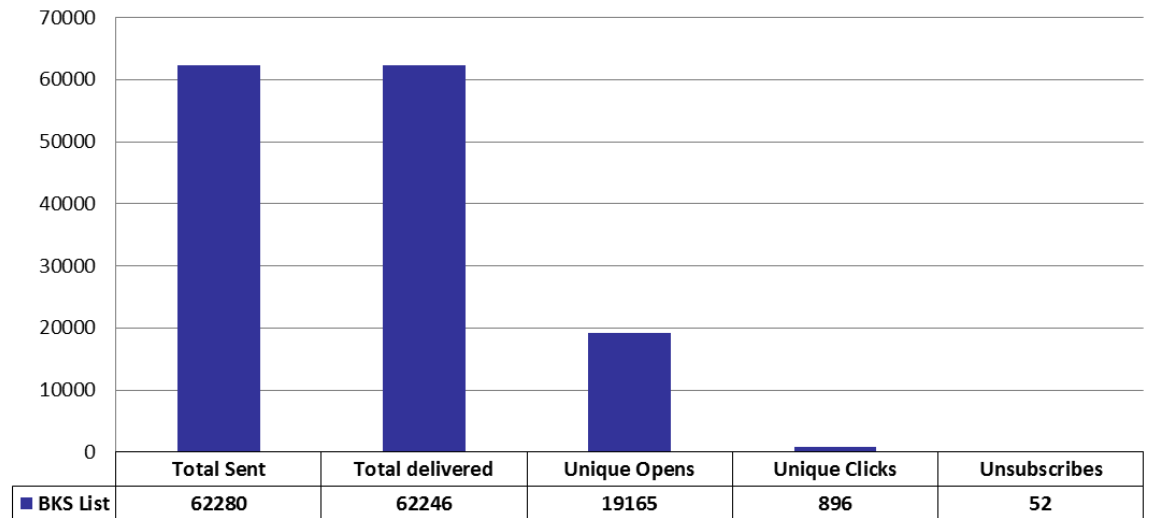
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Trojan Pride Goes Straight to Your Head! - 05/02/2017





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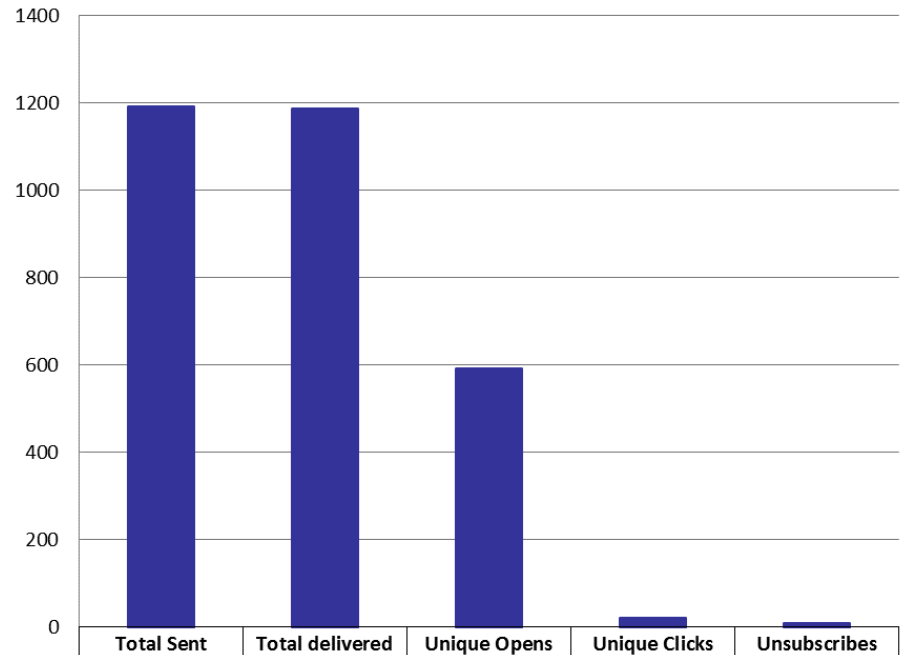
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COLISEUM MMA GLADIATOR CHAMPIONSHIP SERIES- Don't miss out! - 05/15/2017



■ LA Memorial Coliseum & Sports Arena
General (Unsaved segment)



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May 2017

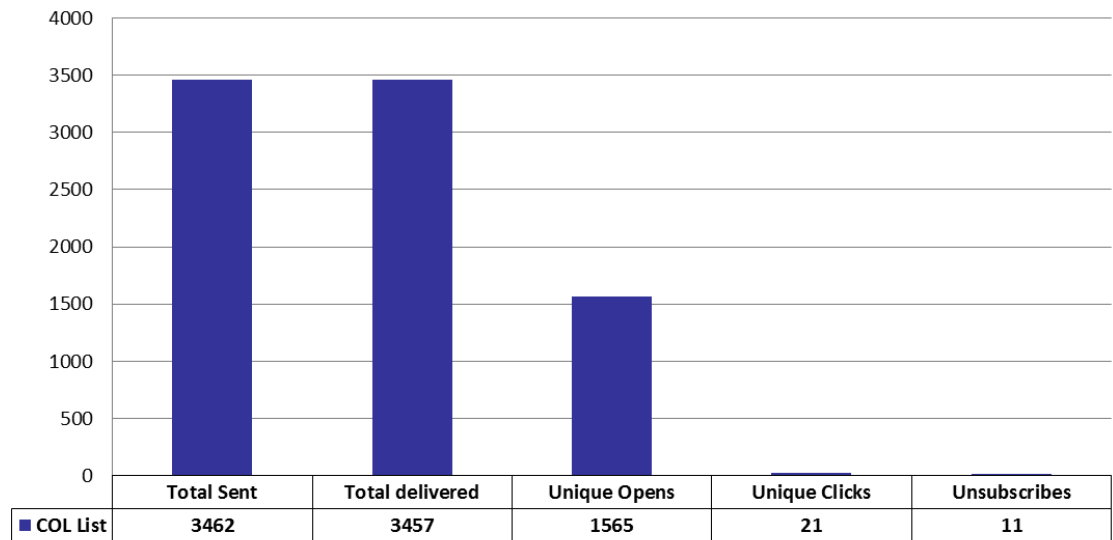
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SPECIAL PRESALE ACCESS CODE: COLISEUM MMA GLADIATOR CHAMPIONSHIP SERIES - 05/15/2017





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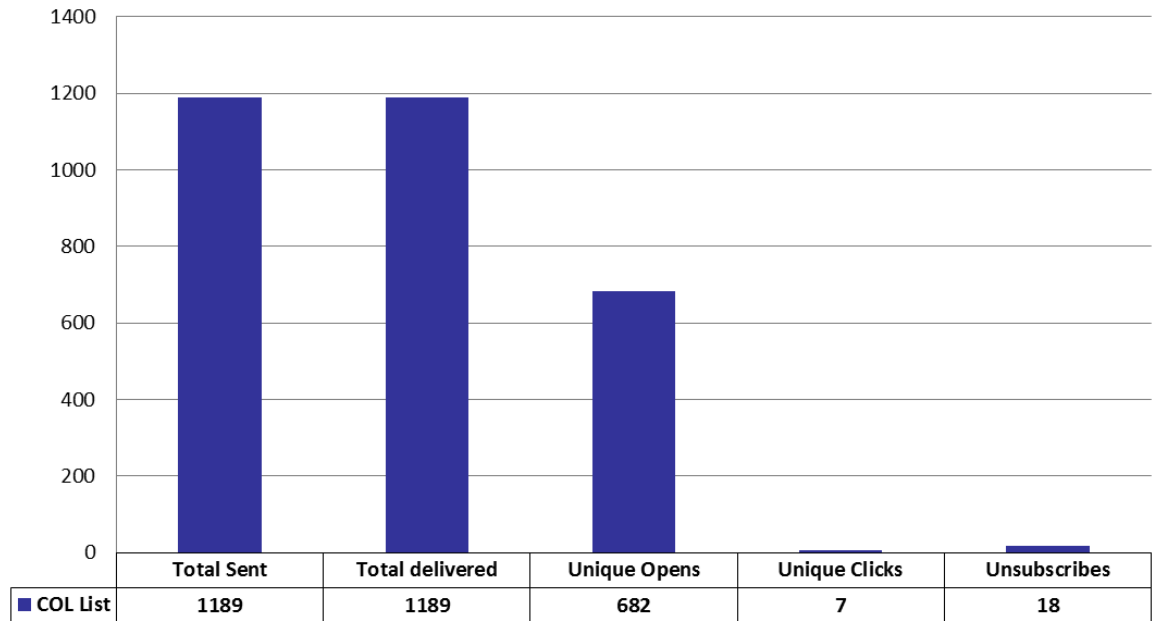
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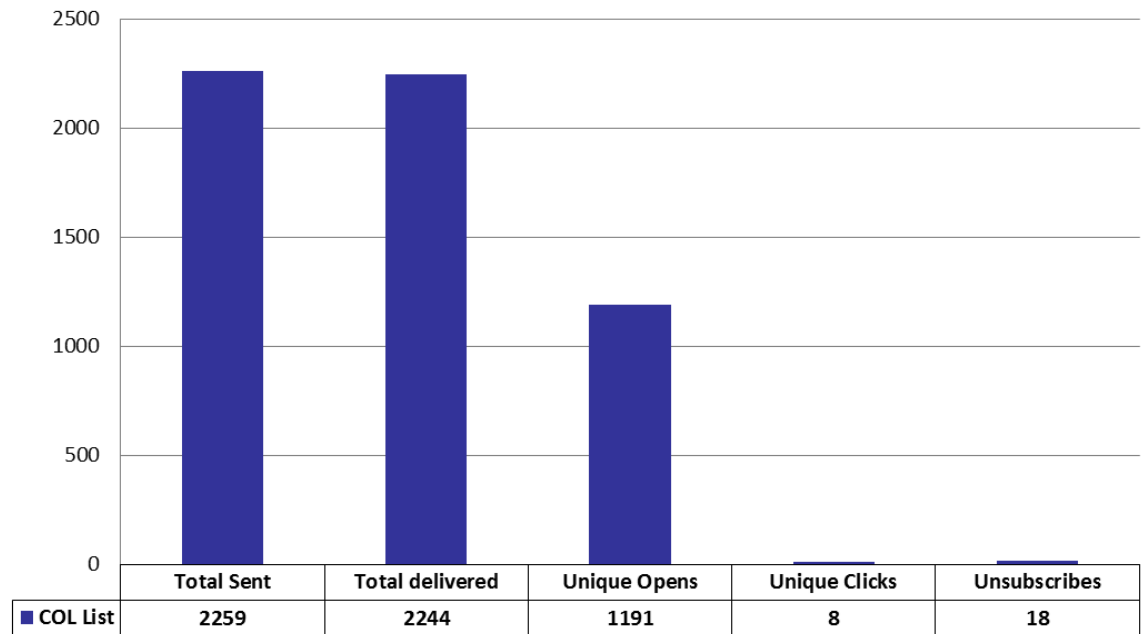
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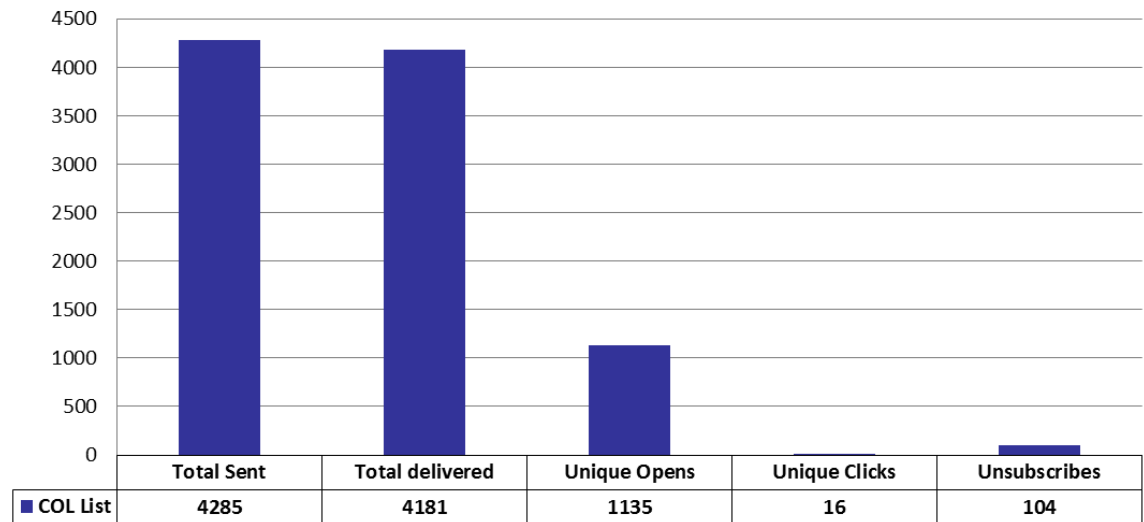
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COLISEUM MMA GLADIATOR CHAMPIONSHIP SERIES- Don't miss out! - 05/15/2017





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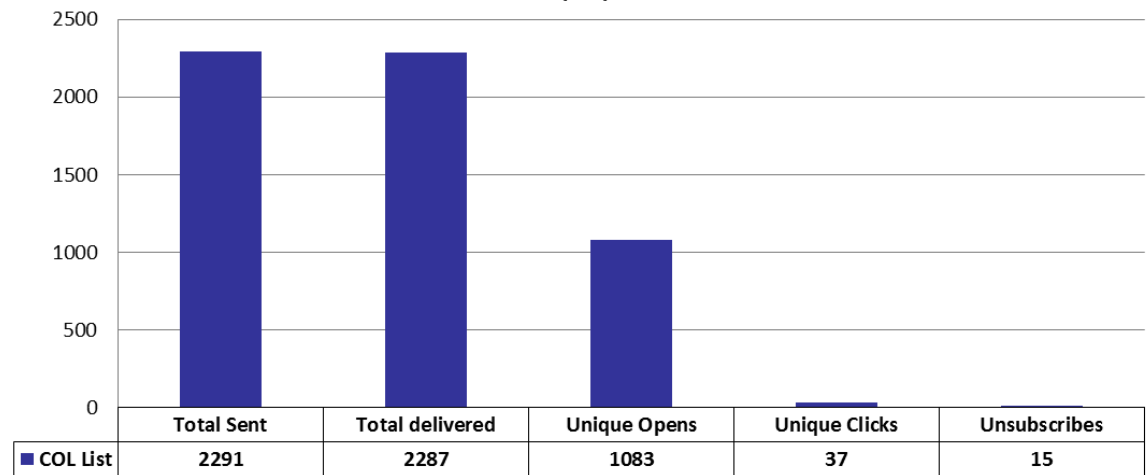
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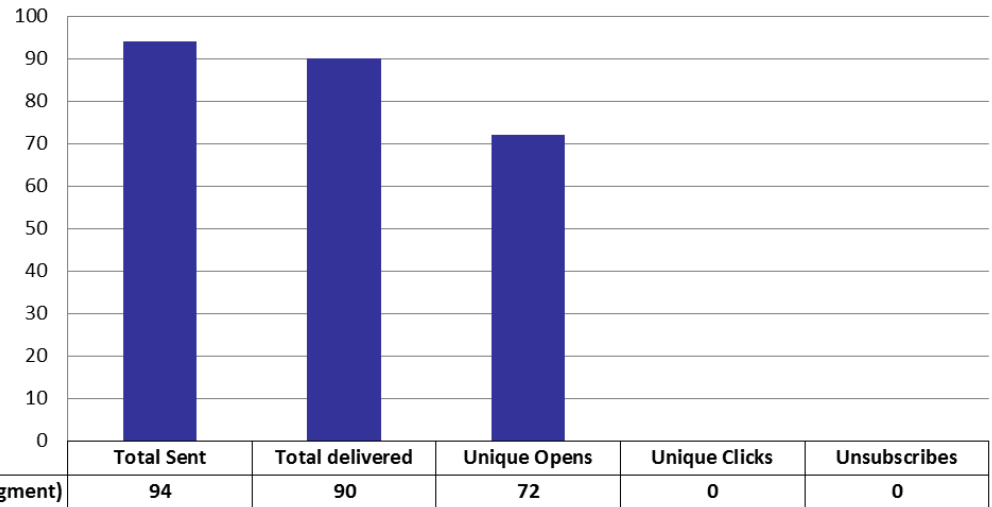
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American Academy of Chefs Dinner Confirmation - June 2, 2017 - 05/18/2017





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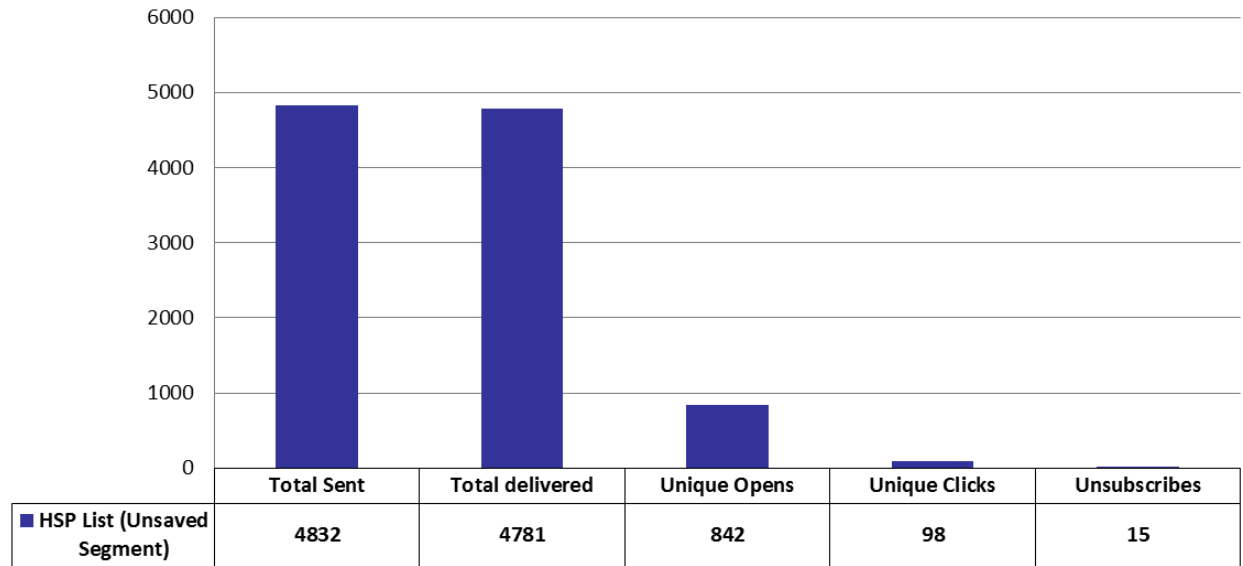
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****Eat on Campus**** May 15 - 19 - 05/15/2017





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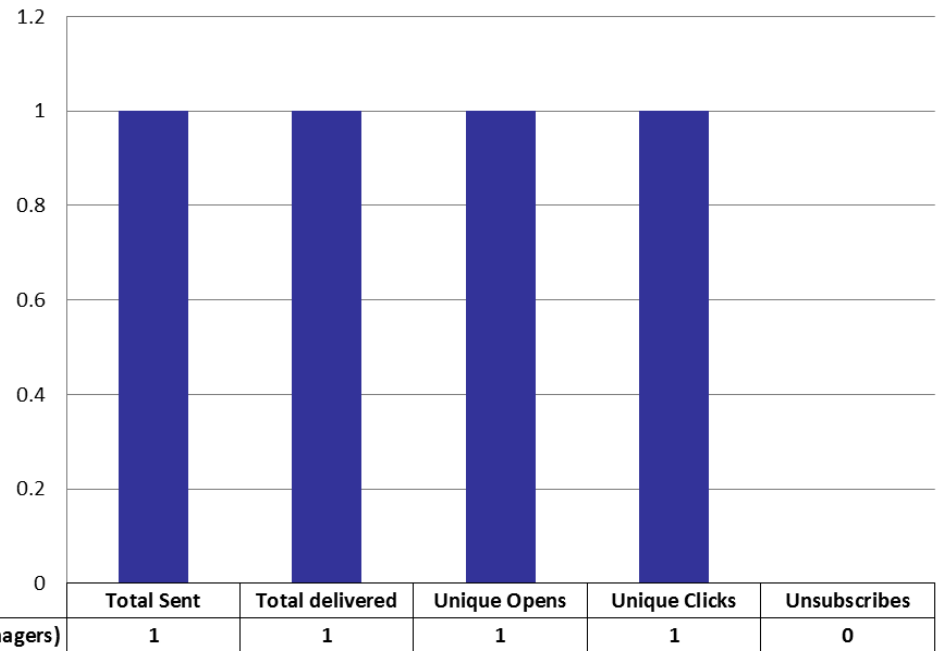
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Submit Your Shirt Size for Leadership Summer Summit! - 05/10/2017





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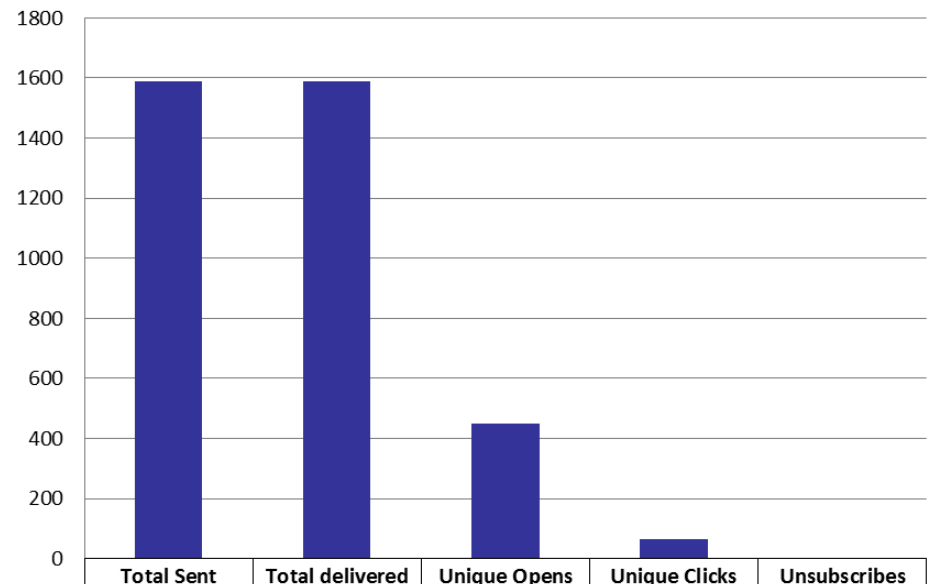
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This Week - May 8, 2017 - 05/08/2017



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
■ HSP List (Segment: University Club E-Newsletter)	1589	1589	450	64	3

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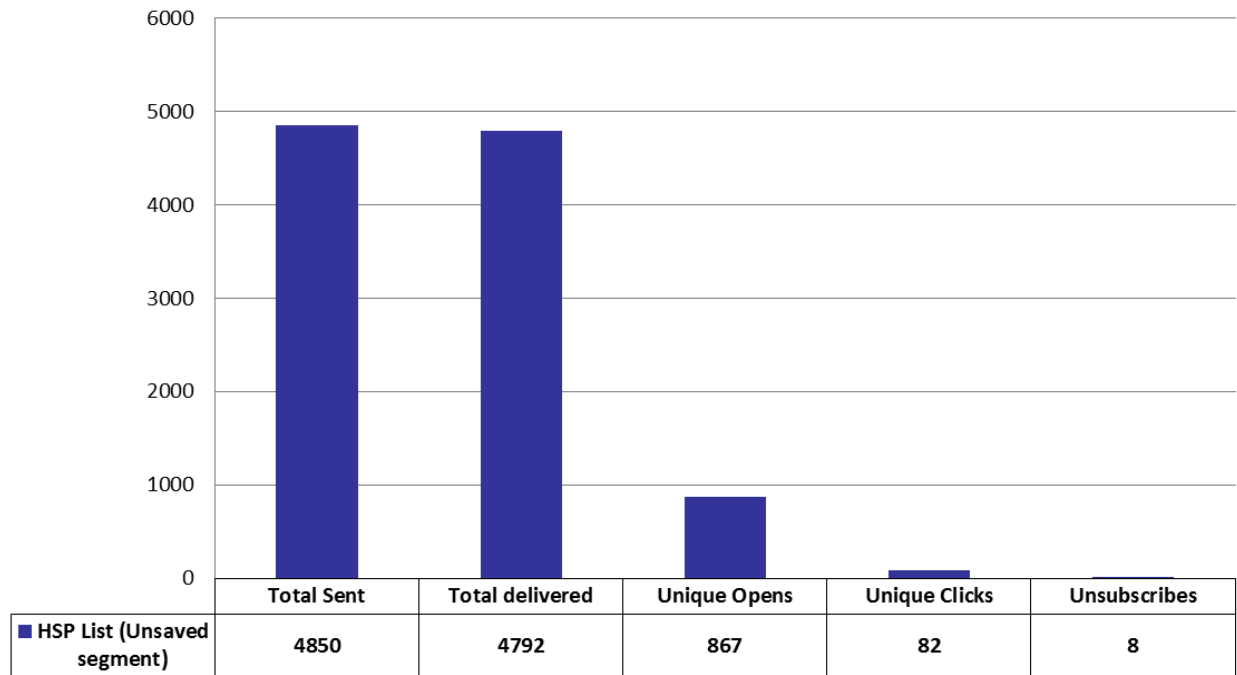
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****Eat on Campus**** May 8 - 14 - 05/08/2017





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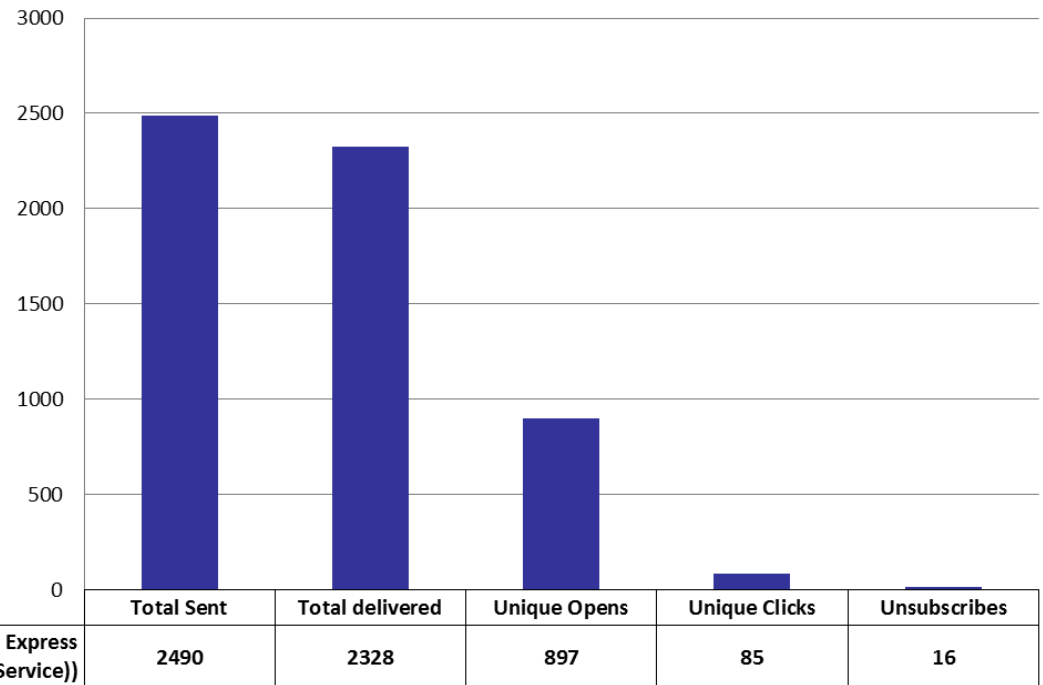
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Place Your Commencement Order Today! - 05/04/2017





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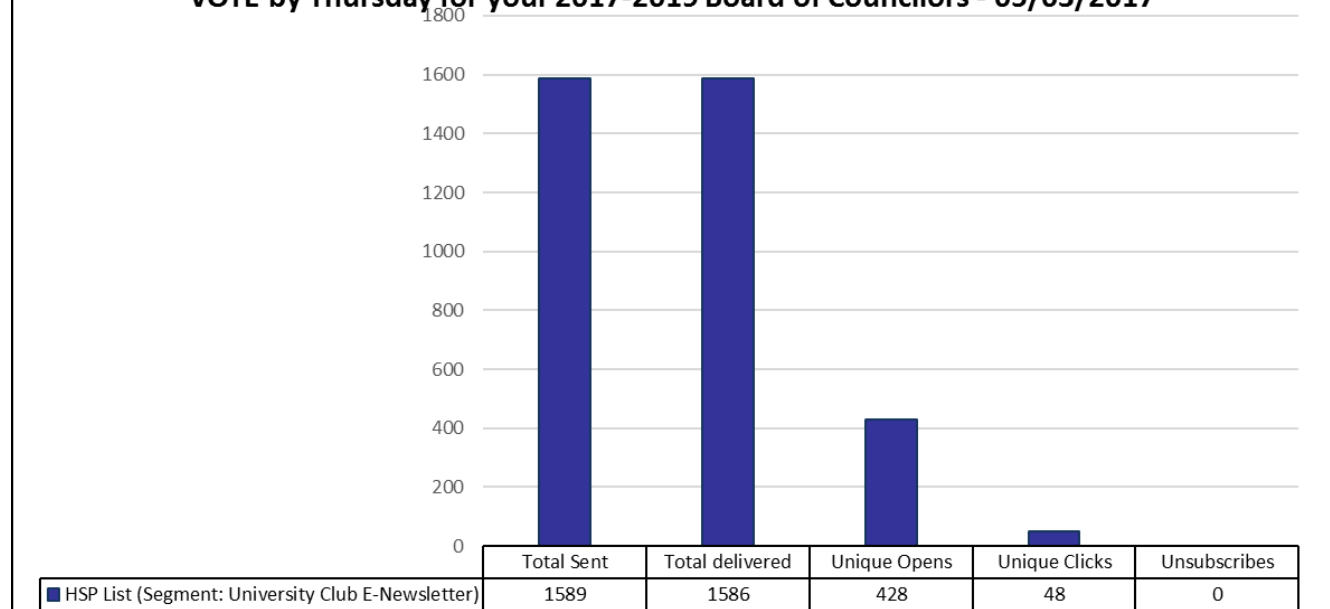
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VOTE by Thursday for your 2017-2019 Board of Councilors - 05/03/2017





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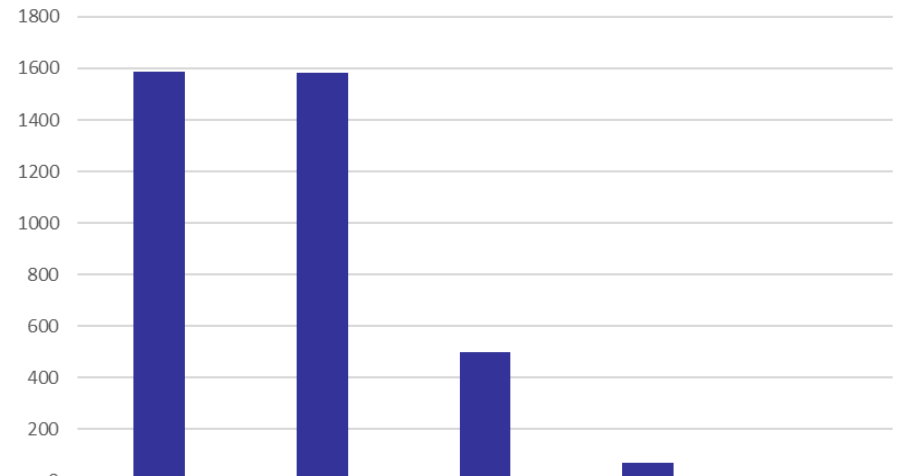
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Dundon-Berchtold University Club of USC Newsletter: May 2, 2017 - 05/02/2017



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
■ HSP List (Segment: University Club E-Newsletter)	1585	1582	499	70	0



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Email Campaign Reports

May 2017

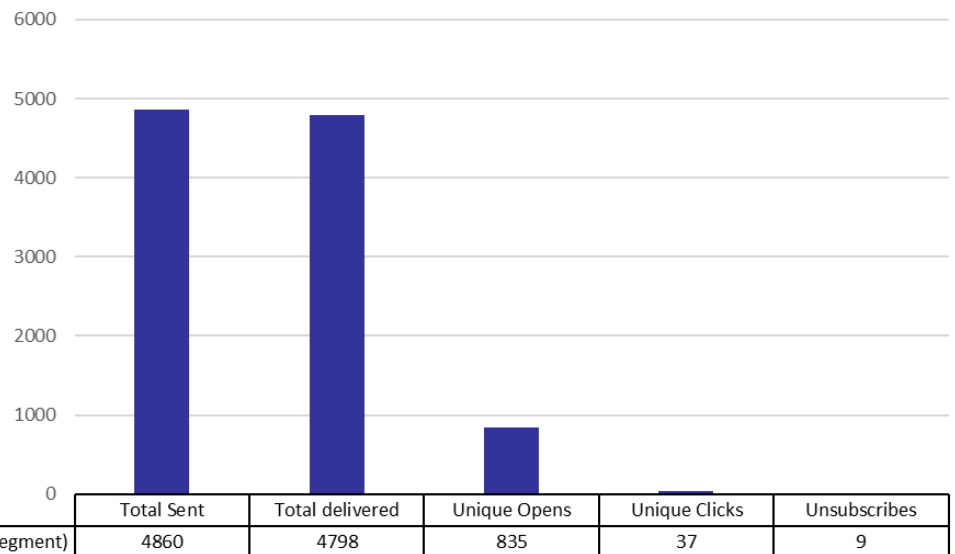
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****Eat on Campus** May 1 - 7 - 05/01/2017**





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Customer Satisfaction Report

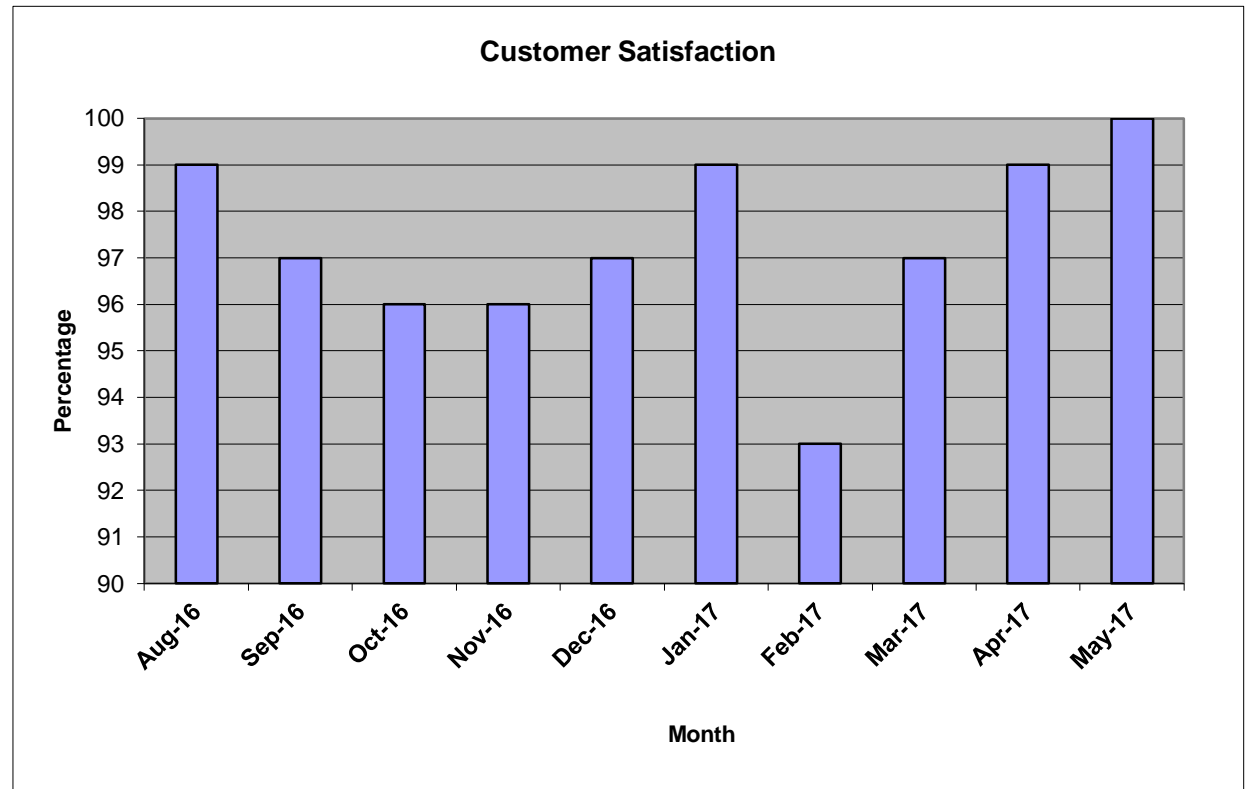
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Thank You !!