



AUXILIARY SERVICES IT

AS IT MONTHLY REPORTS

For May 2018

TO CREATE
THE BEST USC
EXPERIENCE.

BEST PEOPLE.
BEST PRODUCT.
BEST SERVICE.

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

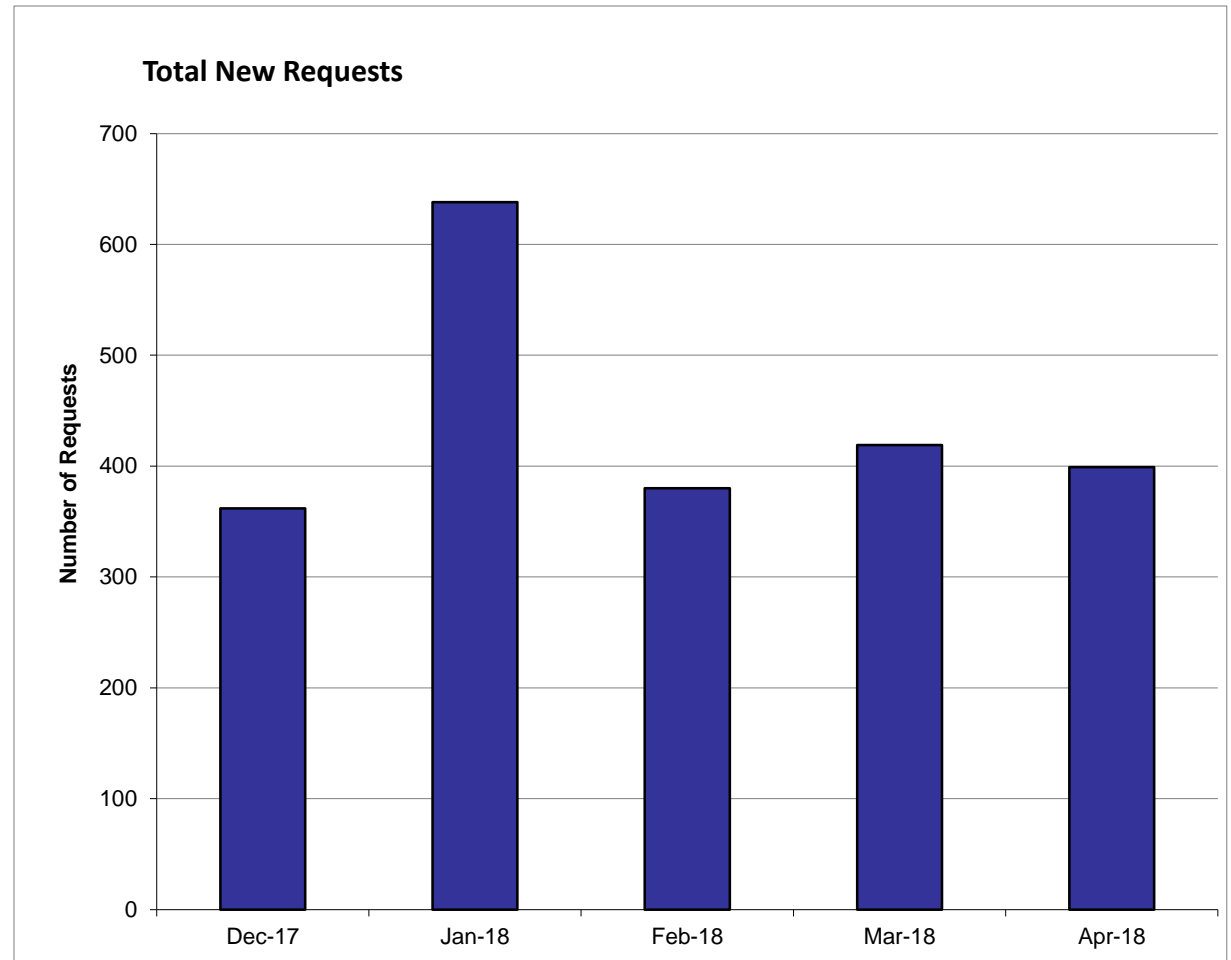
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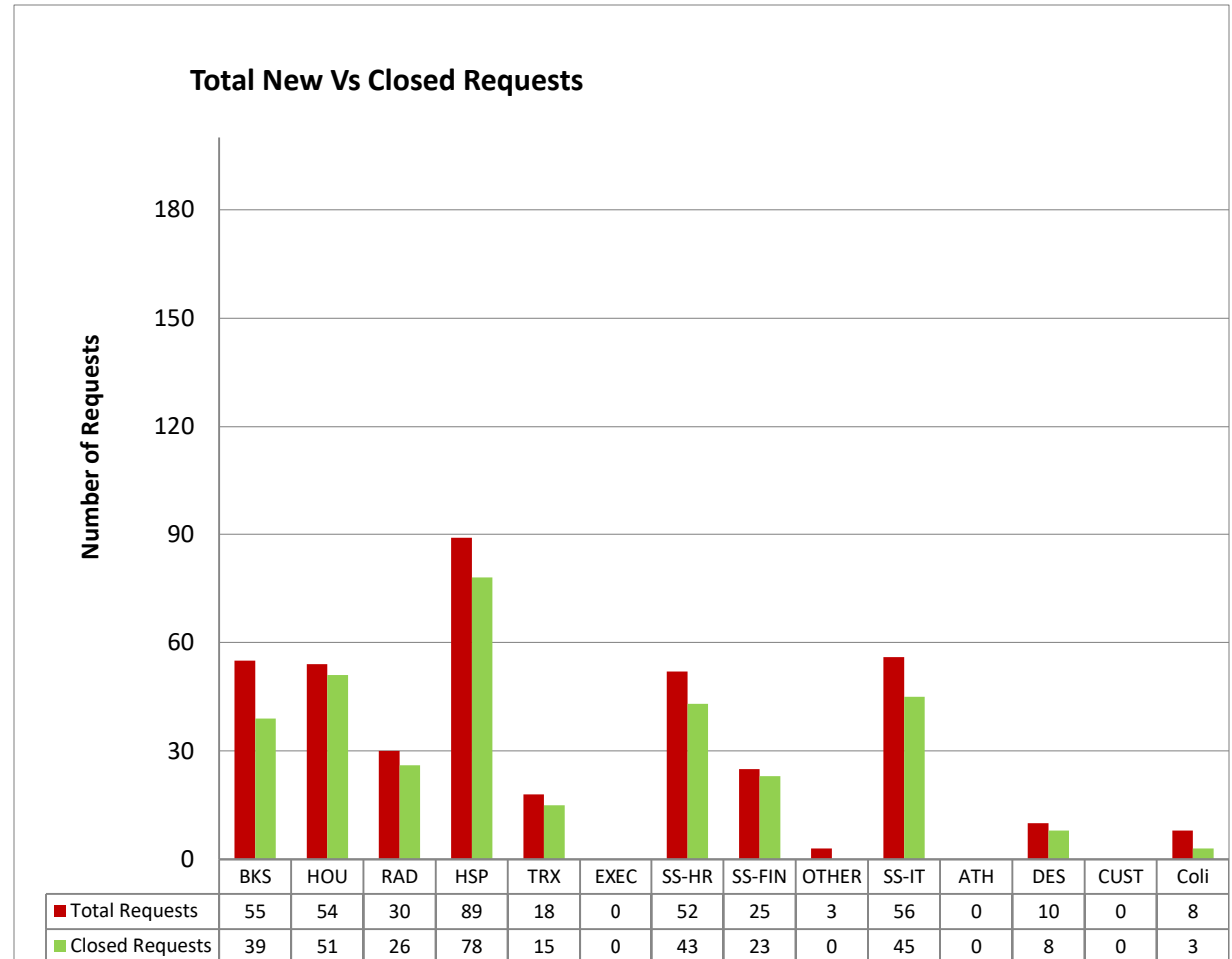
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Service Desk Reports

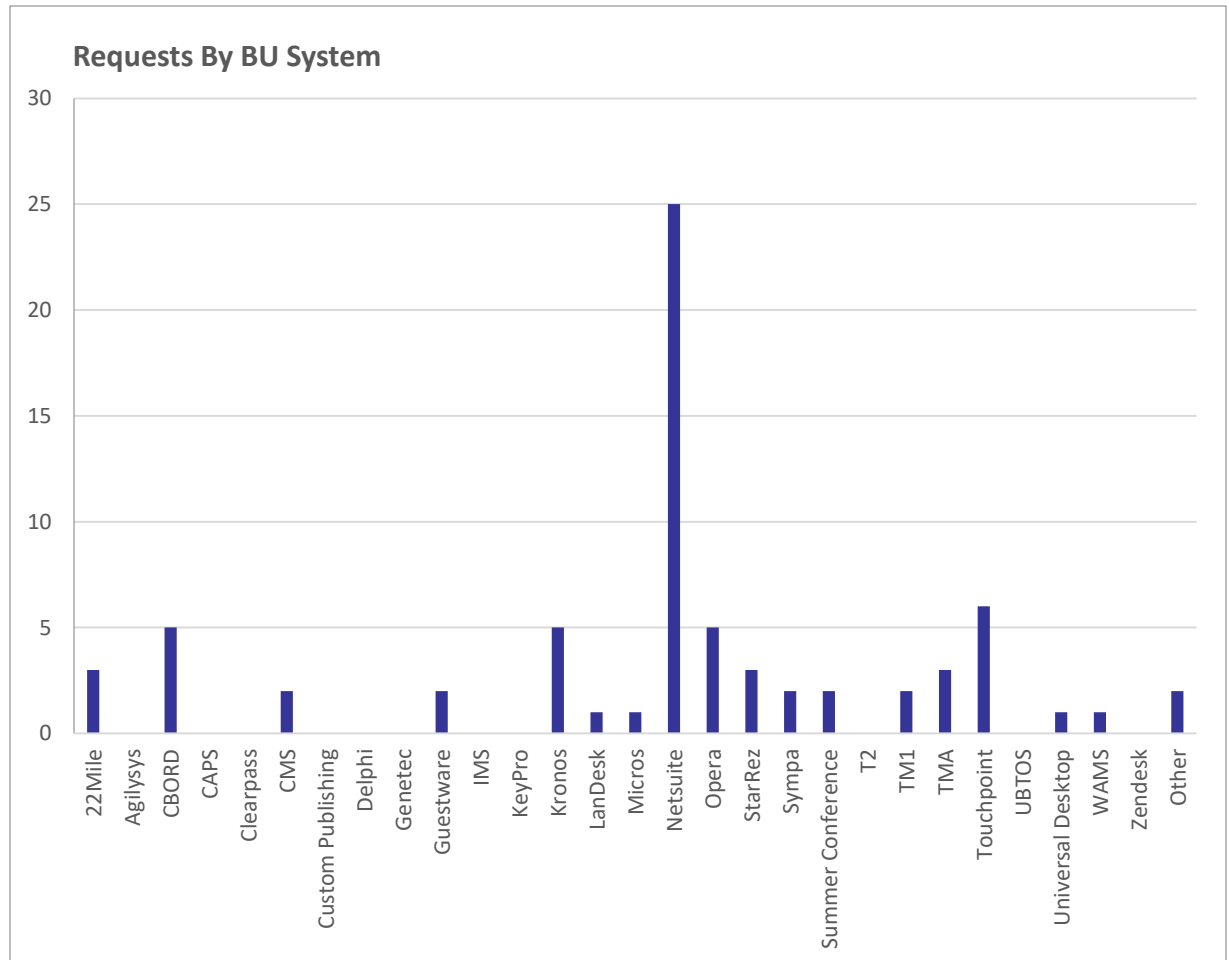
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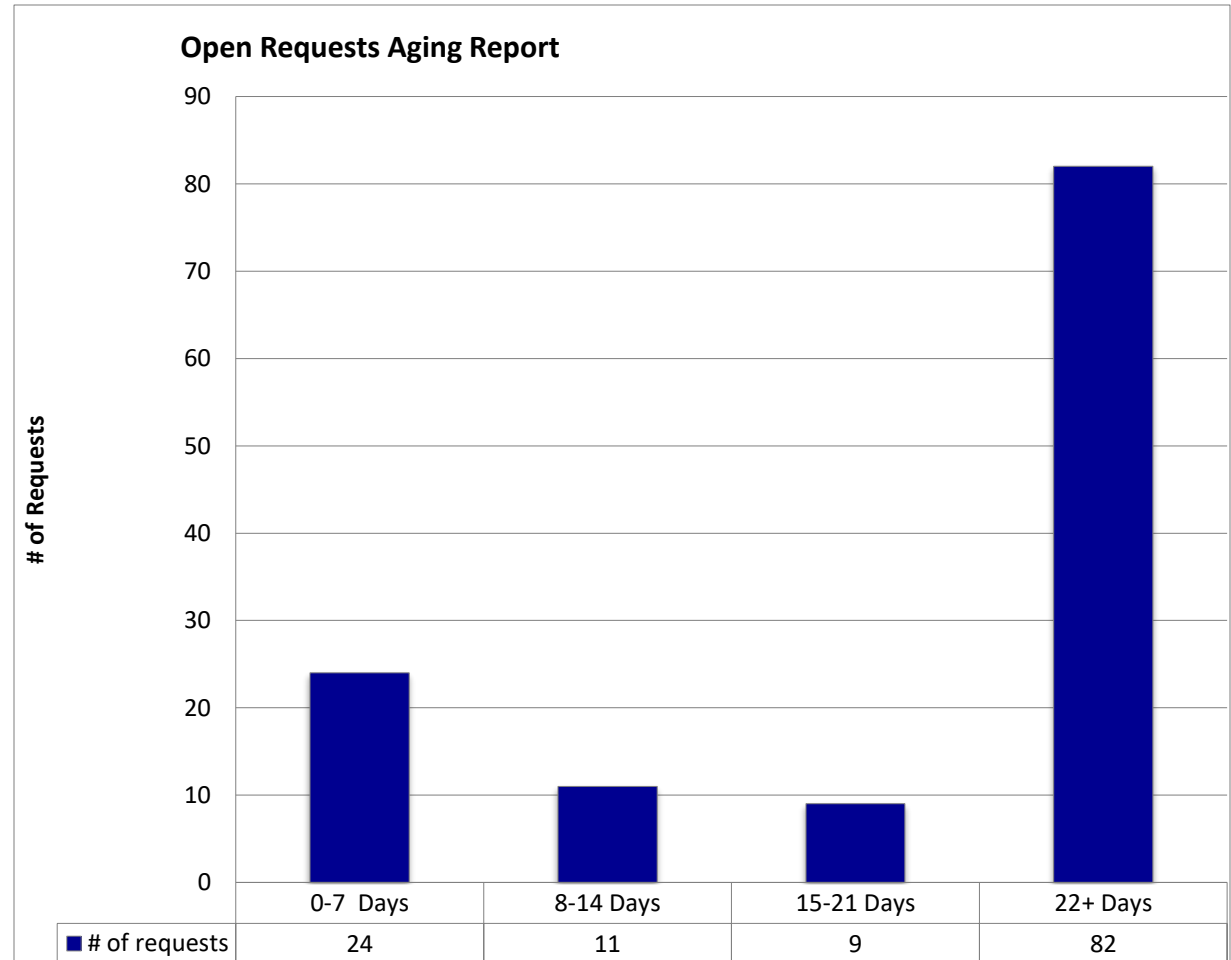
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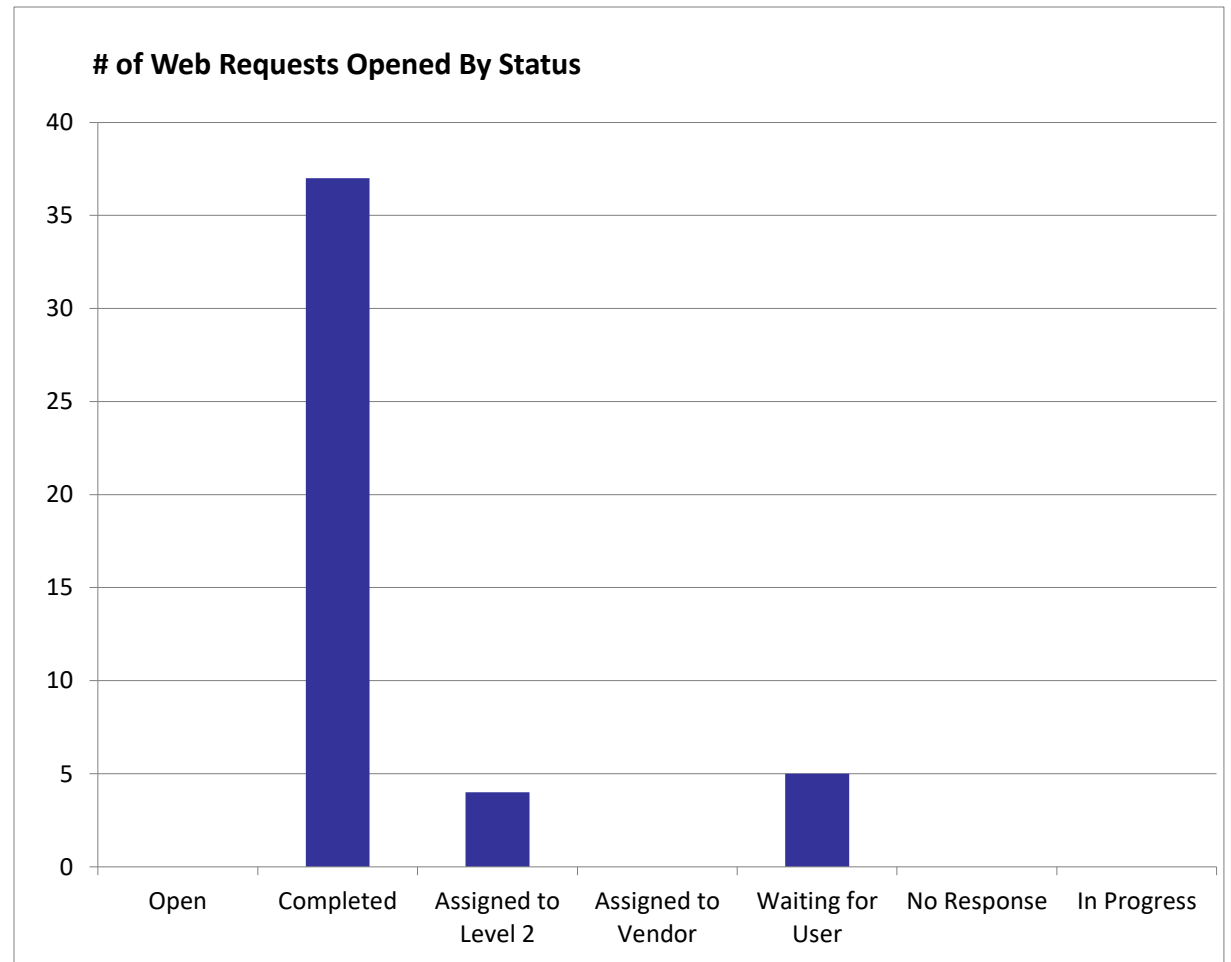
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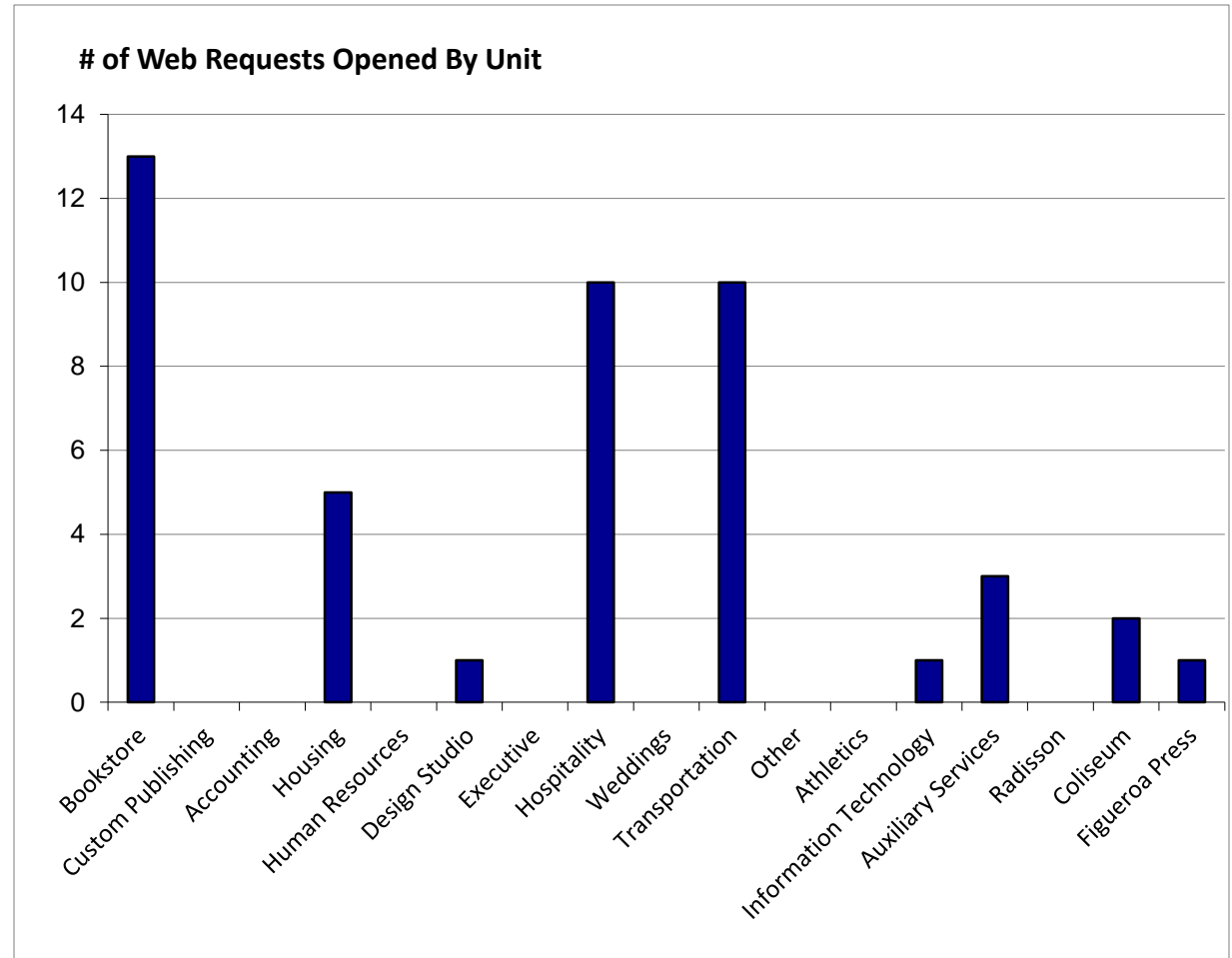
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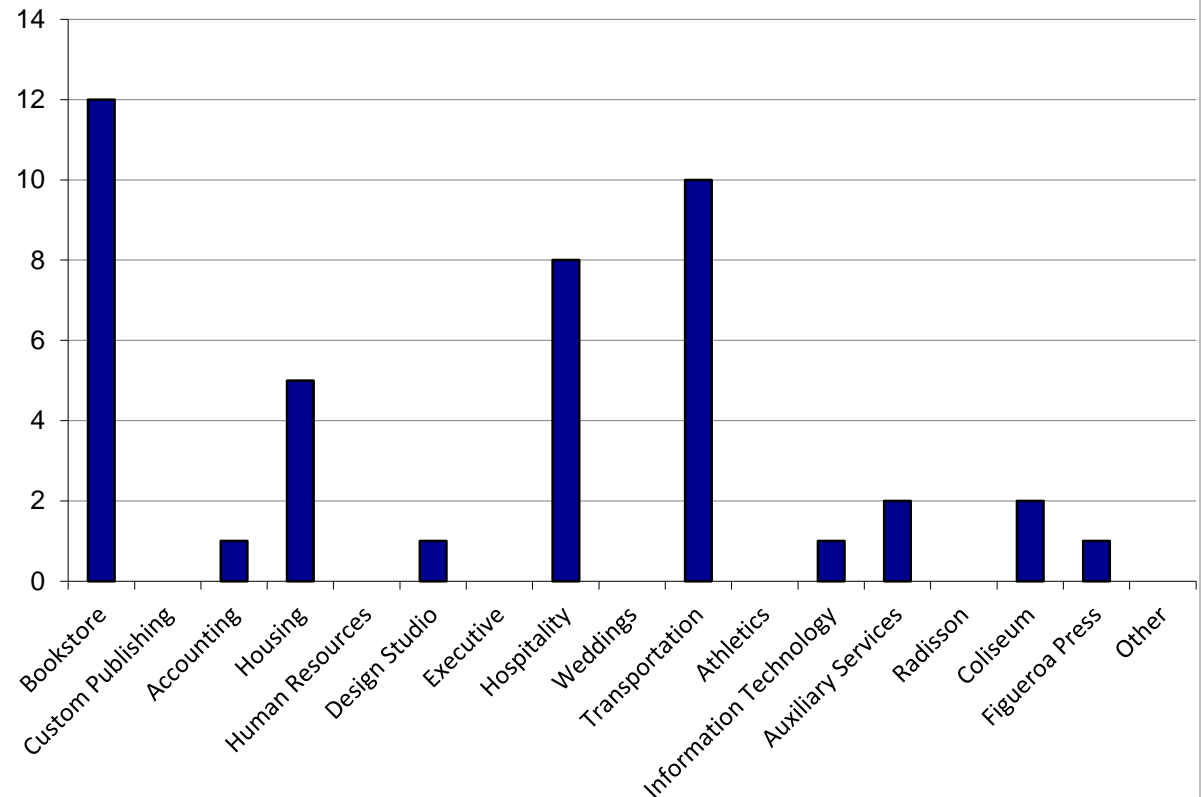
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of Web Requests Closed By Unit





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Website Reports

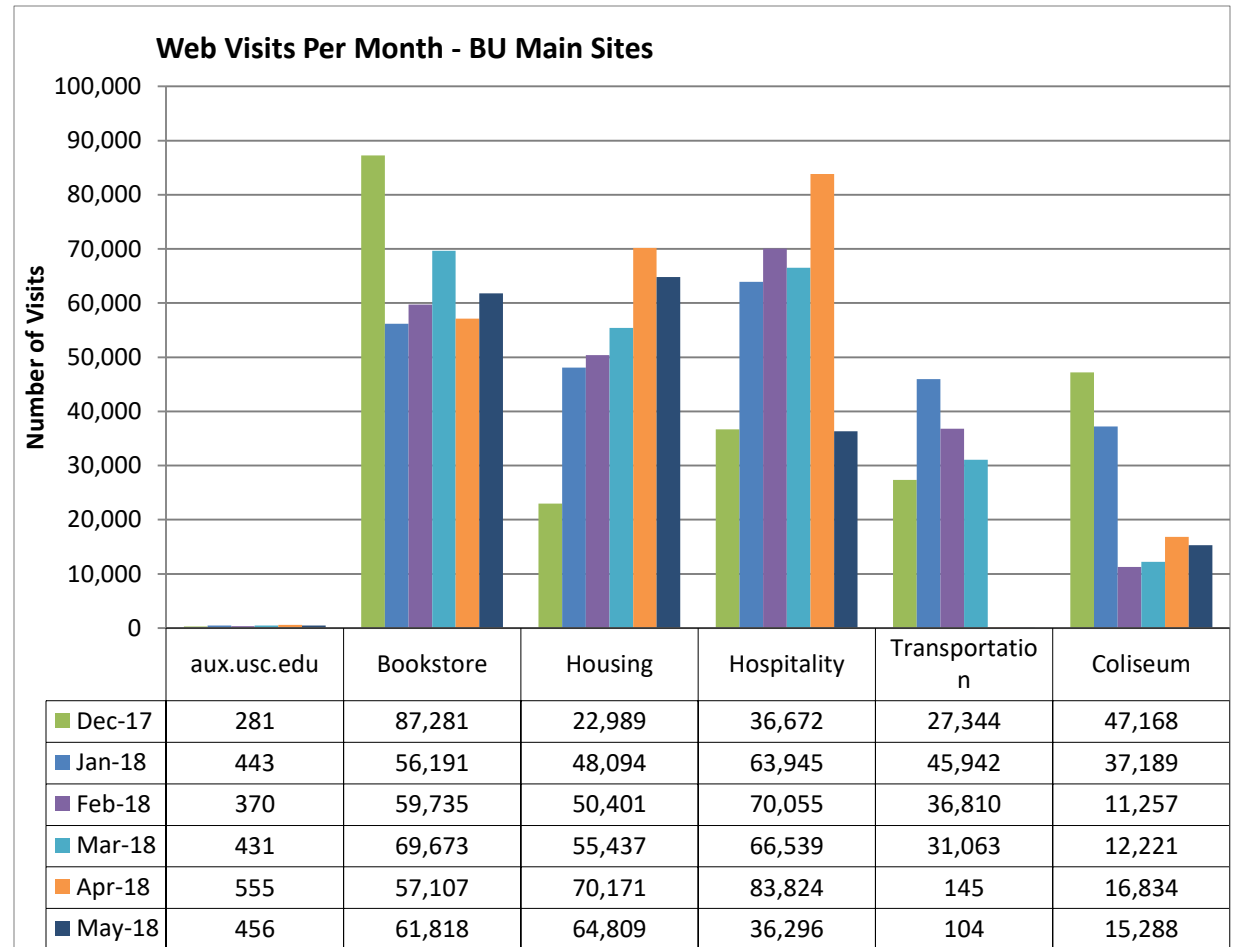
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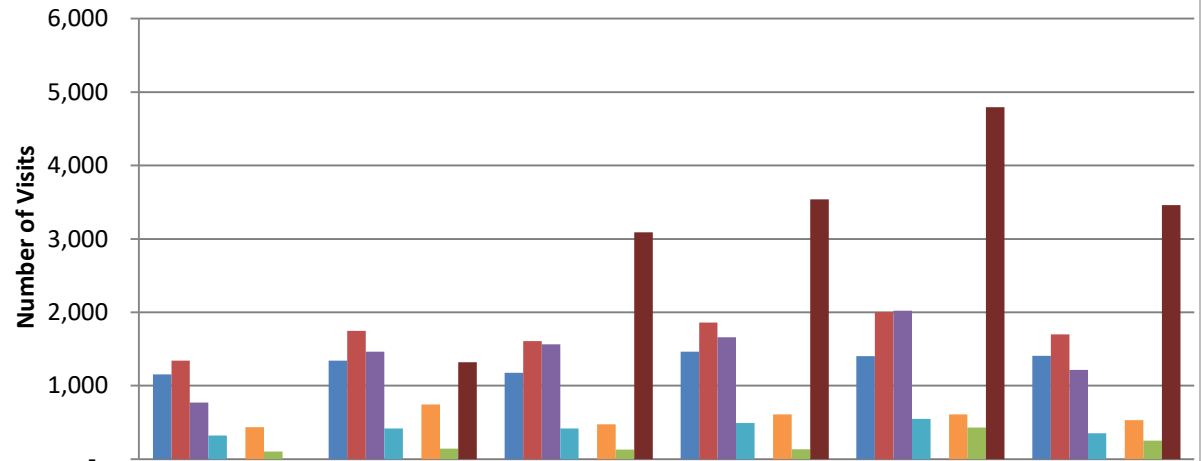


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Website Reports

May 2018

Web Visits Per Month - HSP Micro Sites



	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18
■ McKays	1,153	1,343	1,174	1,462	1,401	1,407
■ The Lab	1,340	1,745	1,609	1,858	2,006	1,699
■ Moreton Fig	768	1,463	1,565	1,661	2,023	1,216
■ Rosso Oro's Pizzeria	321	419	415	492	547	351
■ Seeds Marketplace	-	-	-	-	-	-
■ Traditions	434	743	474	607	609	530
■ The Edmondson	104	142	130	135	430	252
■ University Club		1,318	3,089	3,539	4,792	3,460

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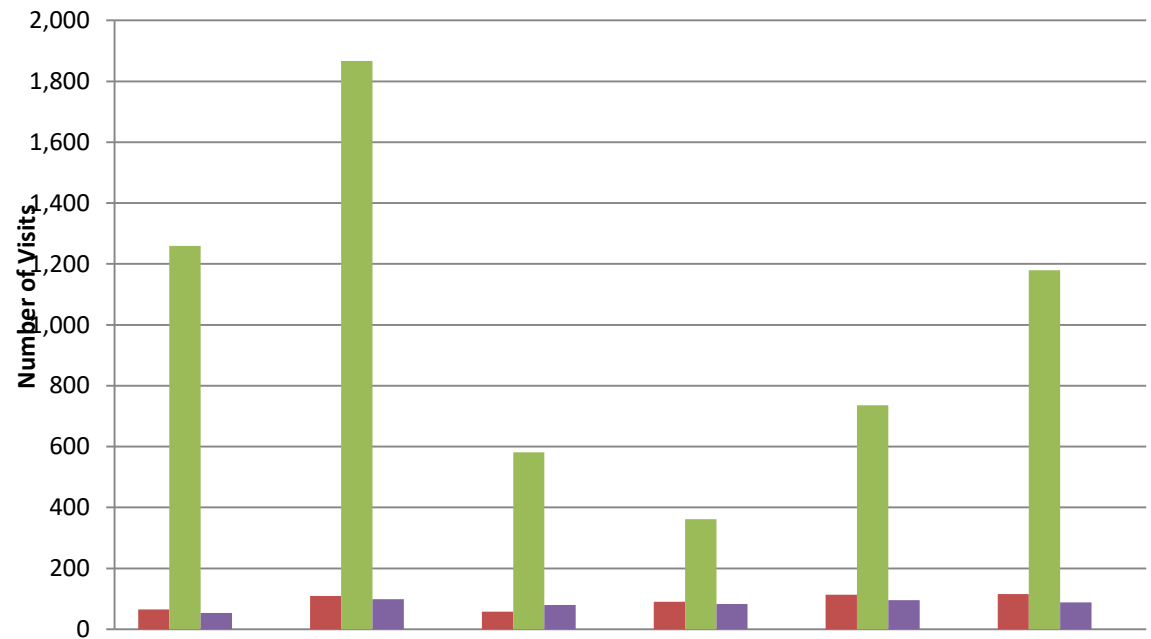
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Web Visits Per Month - Other Sites



	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18
■ Figueroa Press	65	109	58	90	113	116
■ Custom-publishing	1,259	1,867	581	362	736	1,179
■ USC Radisson Event	54	99	80	83	96	88
■ Weddings at USC	0	0	0	0	0	0



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Website Reports

May 2018

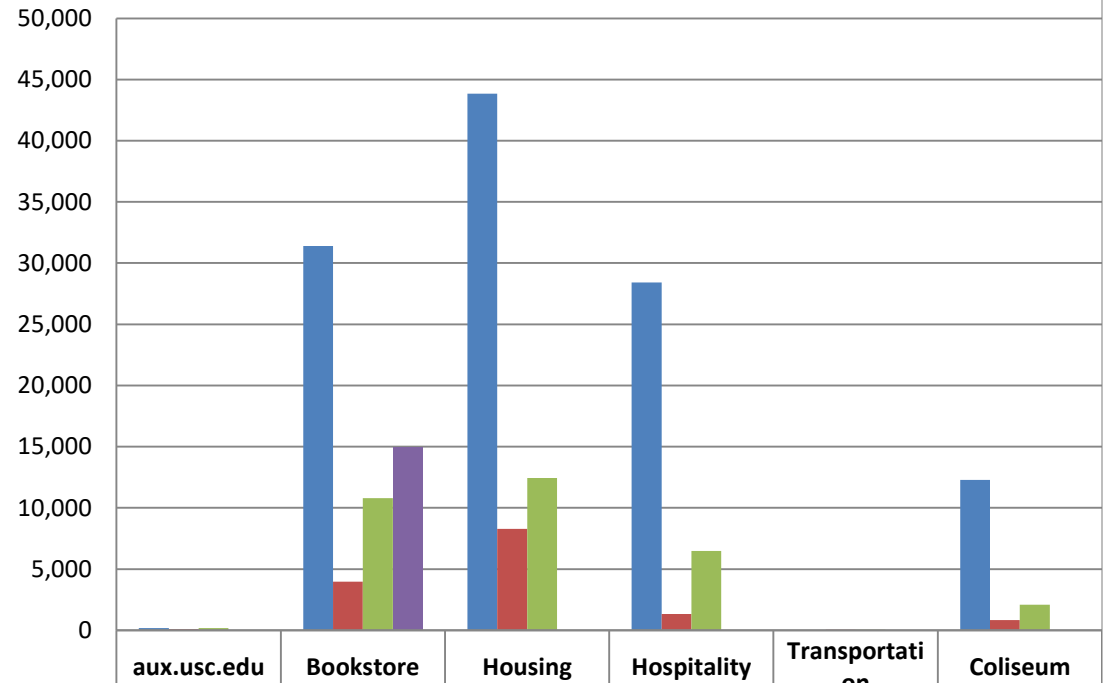
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May 2018 Traffic Sources - BU Main Sites



Search Engine	173	31,403	43,854	28,420	25	12,285
Referring Sites	105	3,972	8,276	1,326	40	820
Direct Traffic	172	10,804	12,443	6,468	39	2,080
Campaigns	0	14,990	0	0	0	0



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Website Reports

May 2018

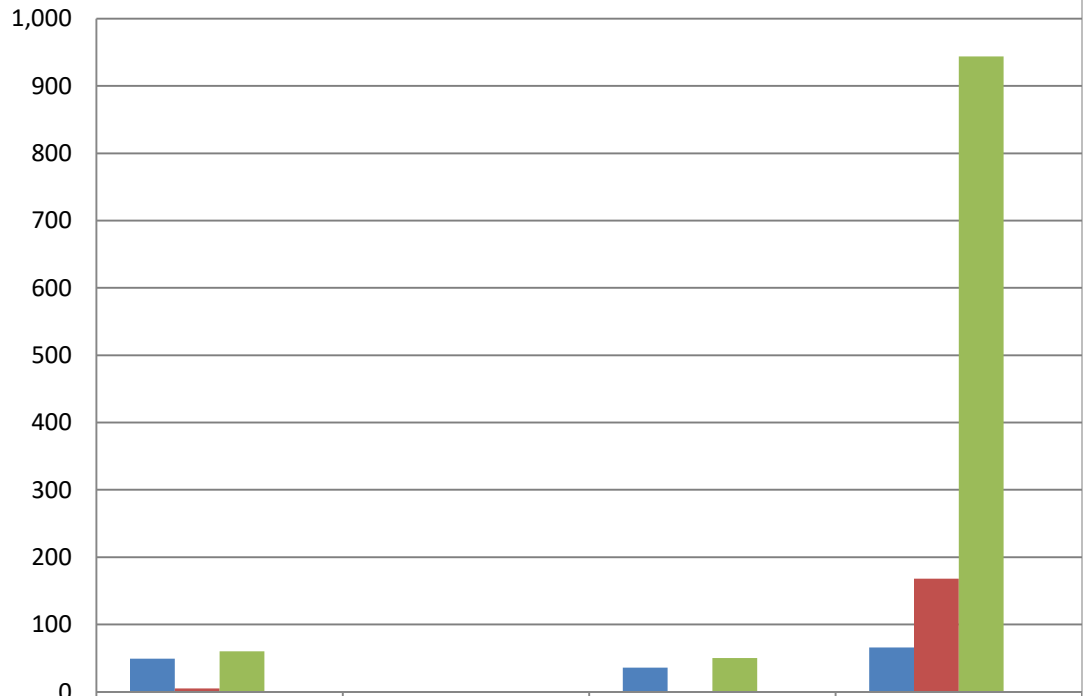
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May 2018 Traffic Sources - Other Sites



	Figueroa Press	Weddings at USC	USC Radisson Event	Custom-publishing
Search Engine	49	0	36	66
Referring Sites	5	0	1	168
Direct Traffic	60	0	50	944
Campaigns	0	0	0	0



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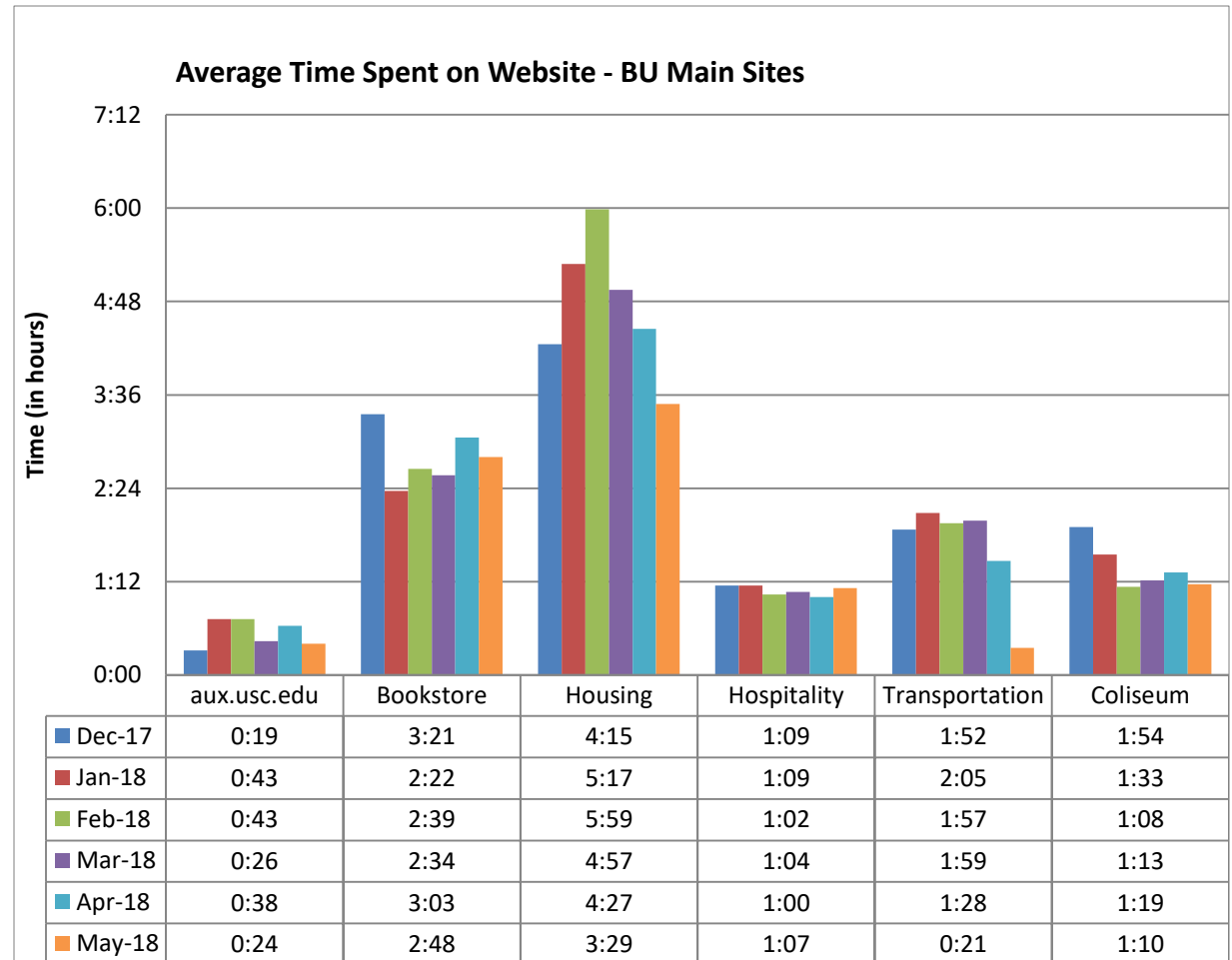
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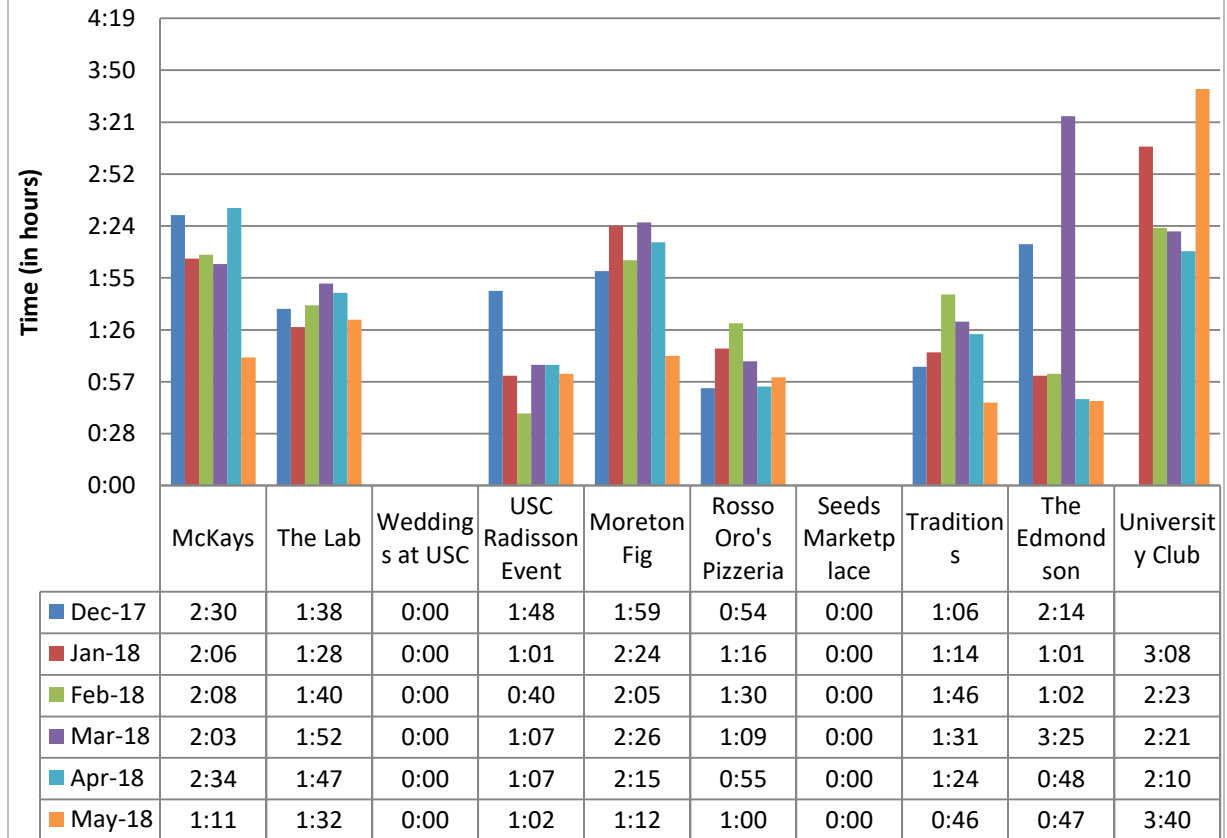
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Average Time Spent on Website - HSP Micro Sites





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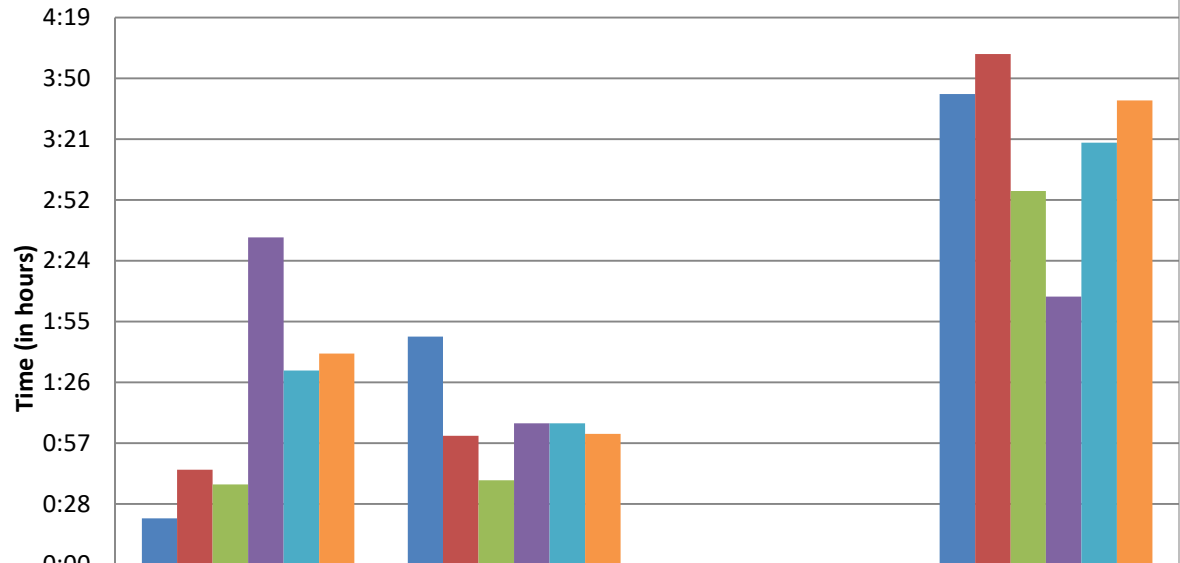
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Average Time Spent on Website - Other Sites



	Figueroa Press	USC Radisson Event	Weddings at USC	Custom-publishing
■ Dec-17	0:22	1:48	0:00	3:43
■ 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



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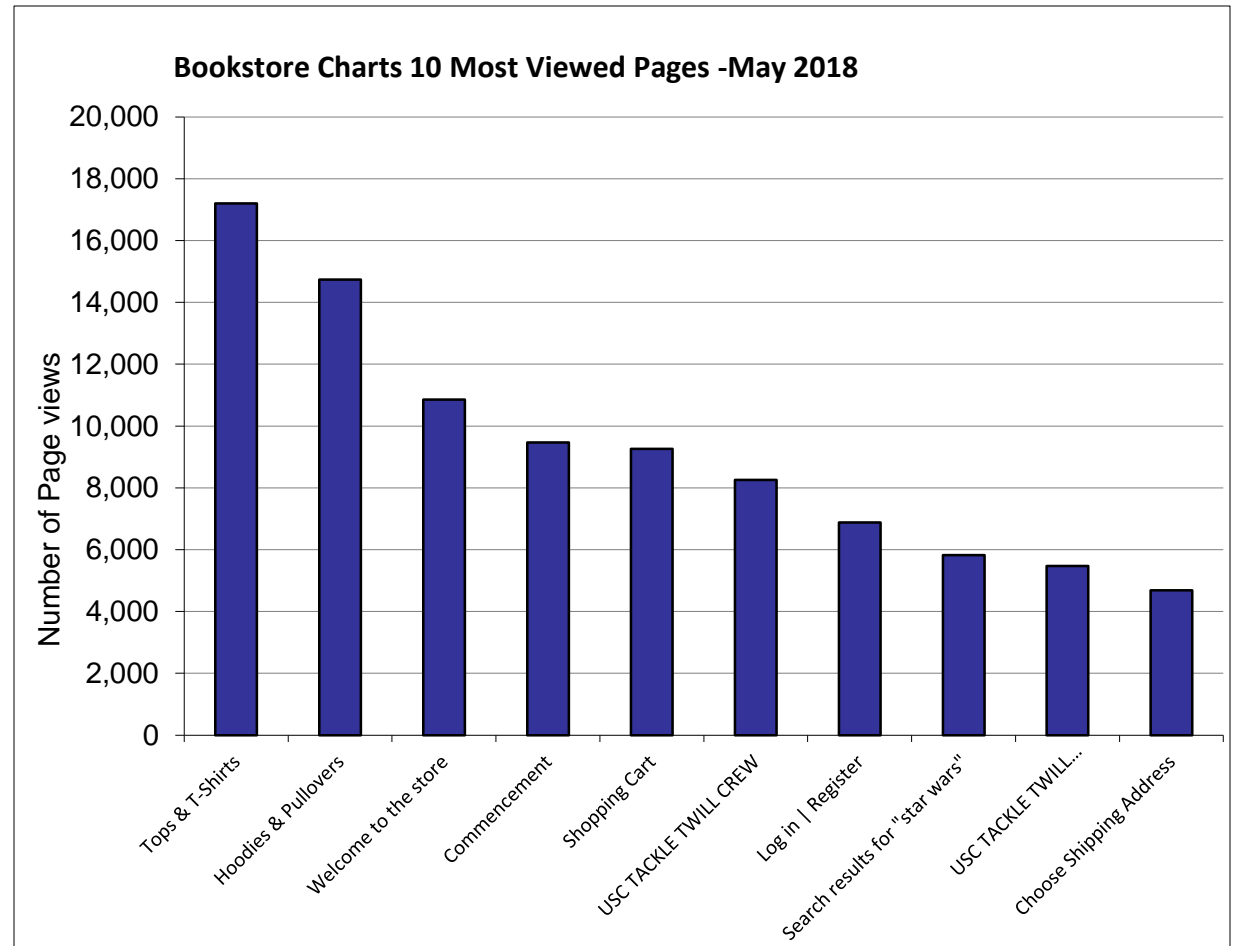
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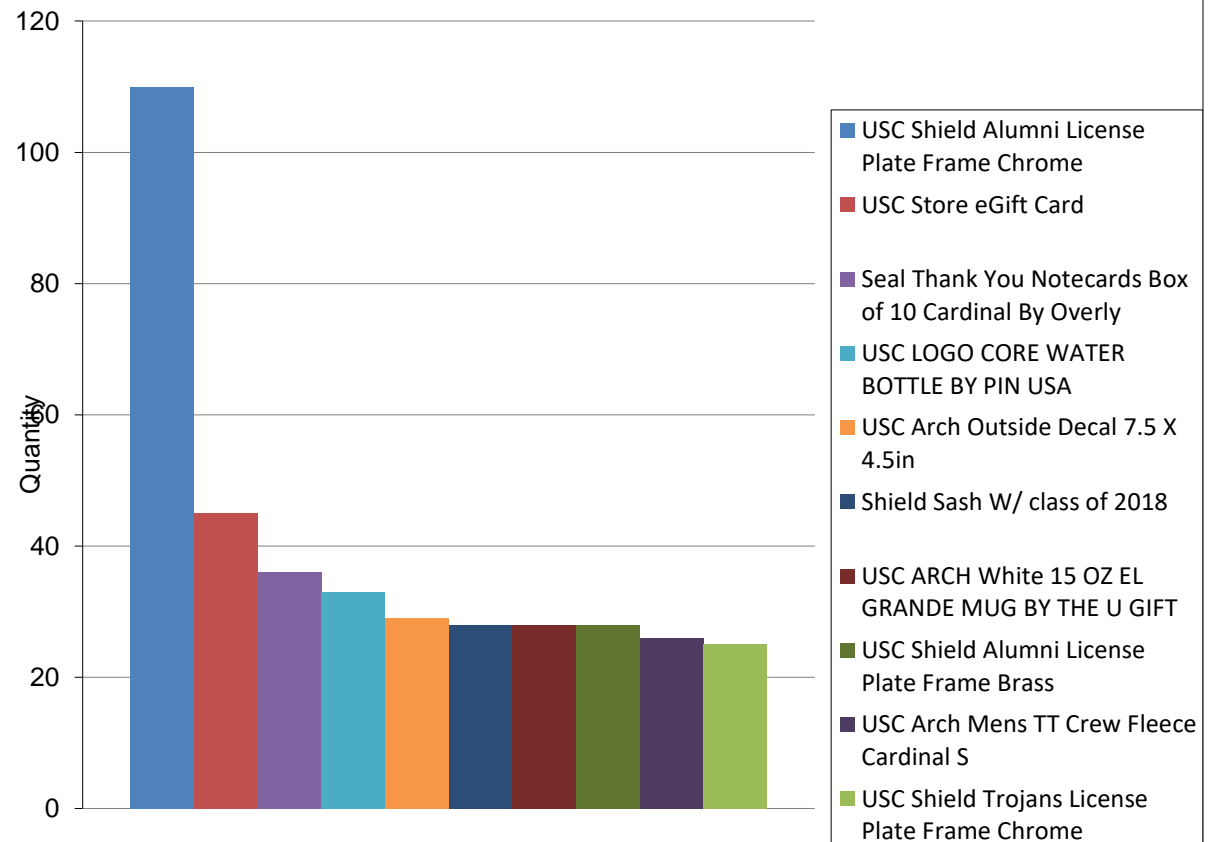
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Bookstore Charts 10 Most Purchased Products April 2018





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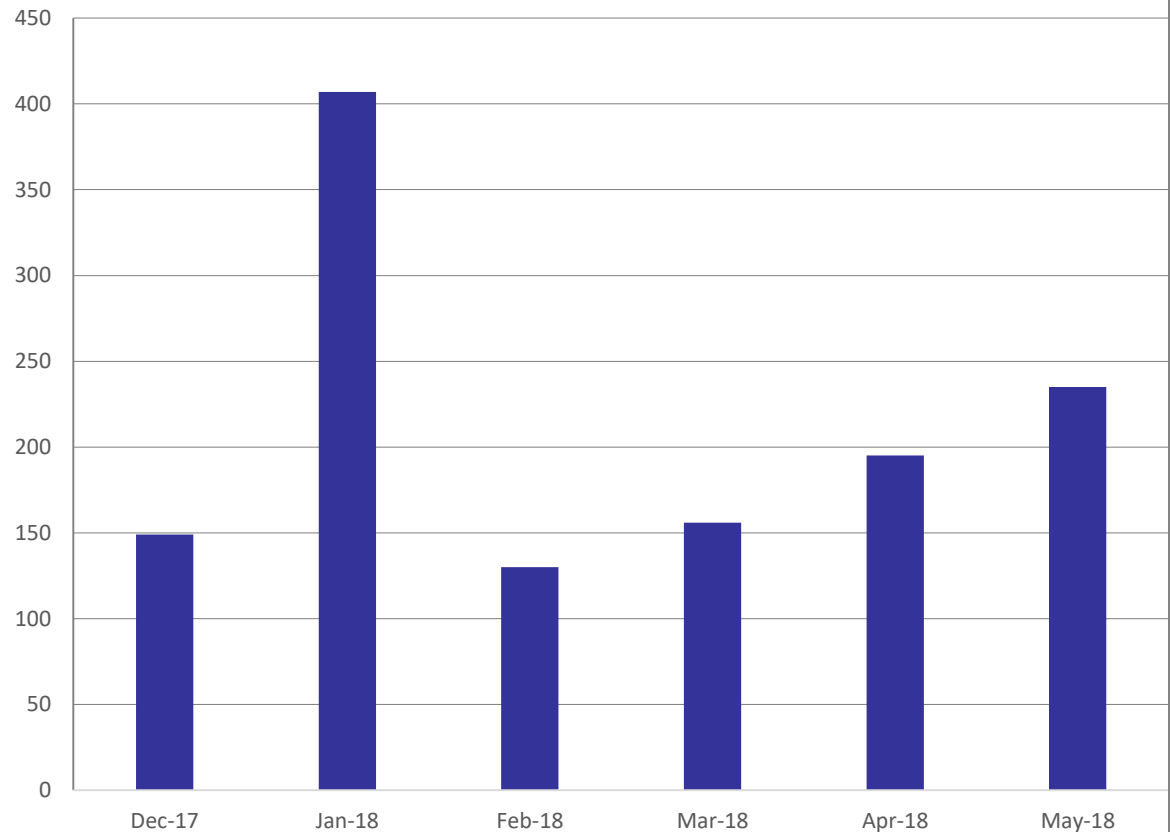
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of Downloads TSP Mobile App Stats





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Email Campaign Reports

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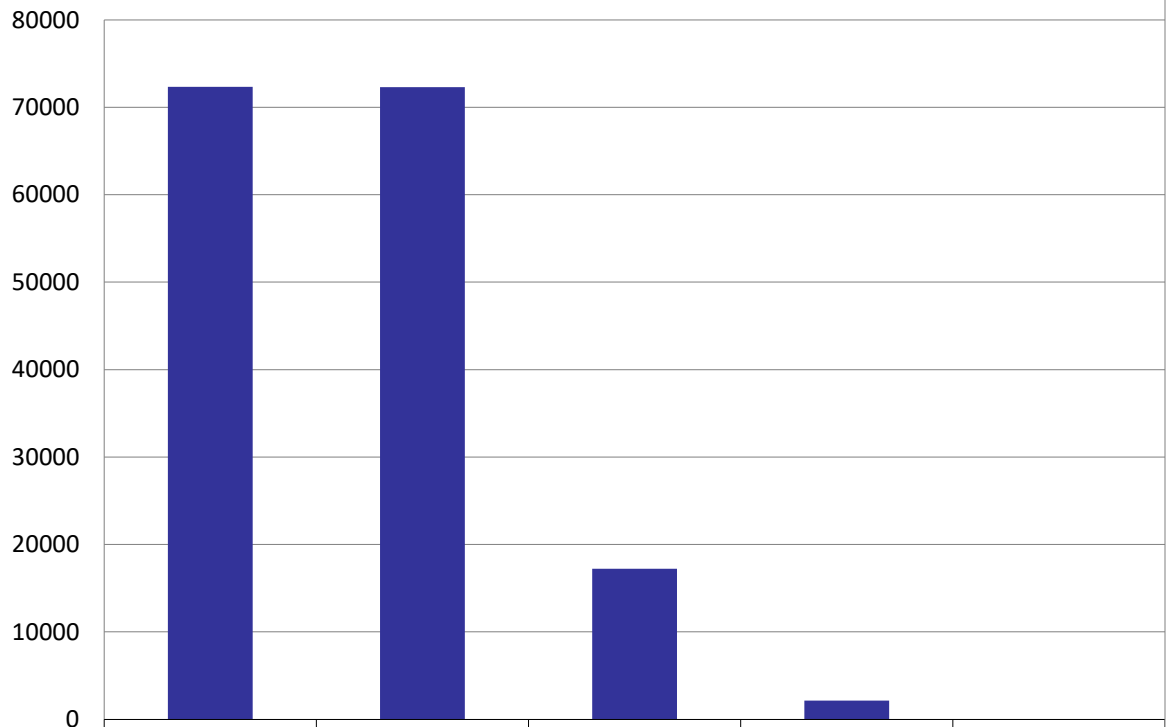
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25% Off USC x Star Wars Apparel! - 05/04/2018



■ BKS List

72346

72295

17227

2152

34



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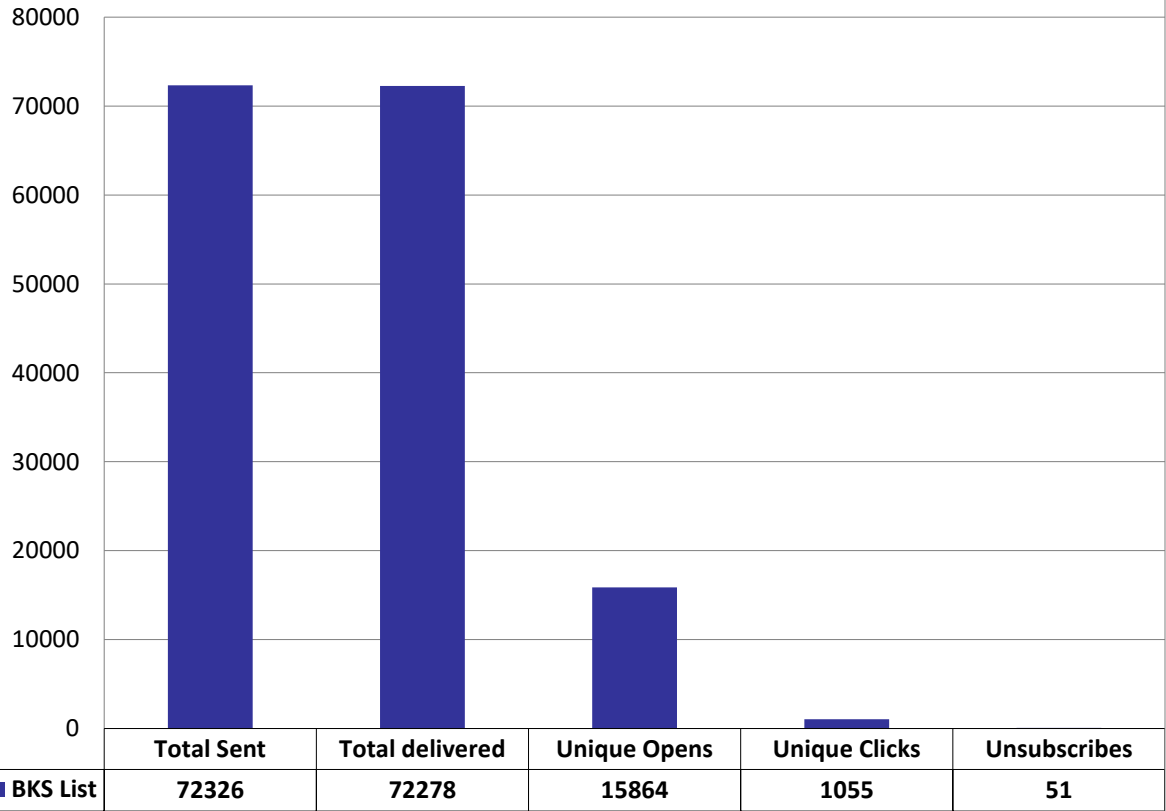
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Get your favorite grad a gift you know they will love! - 05/05/2018





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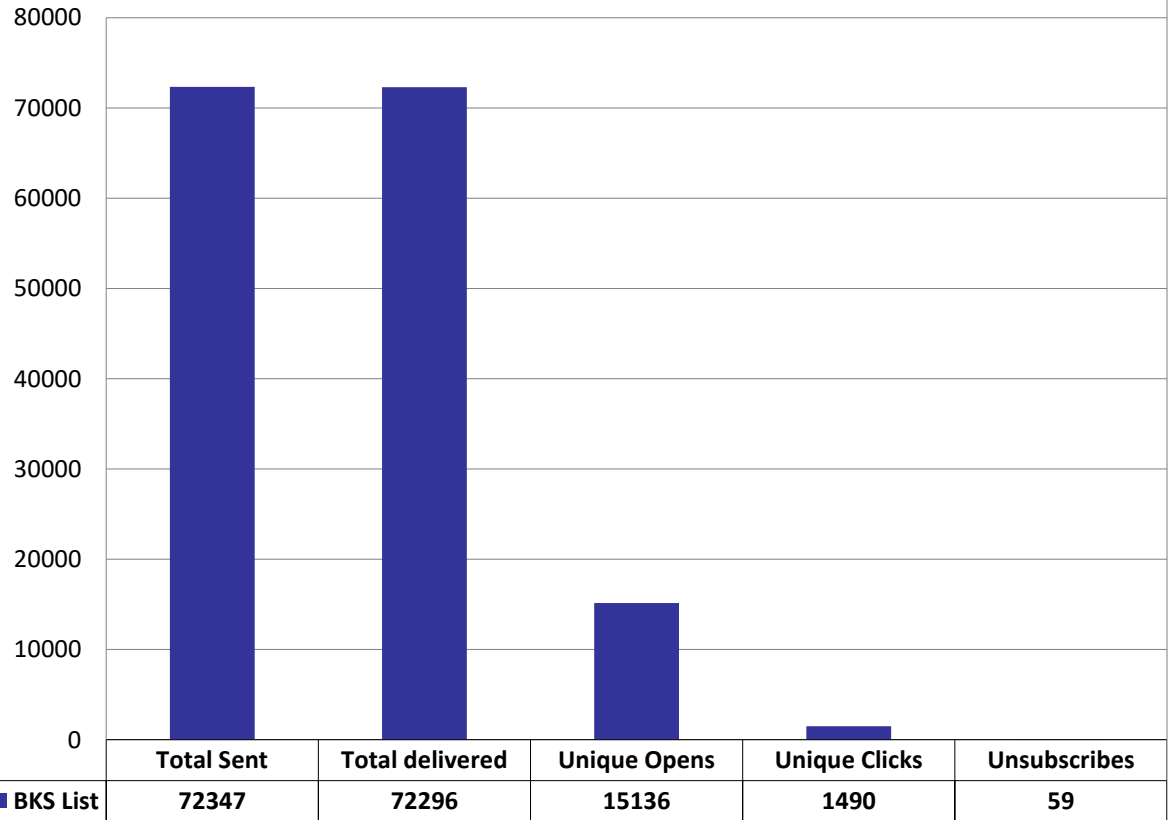
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USC Memorial Day Sale - Extended! - 05/29/2018





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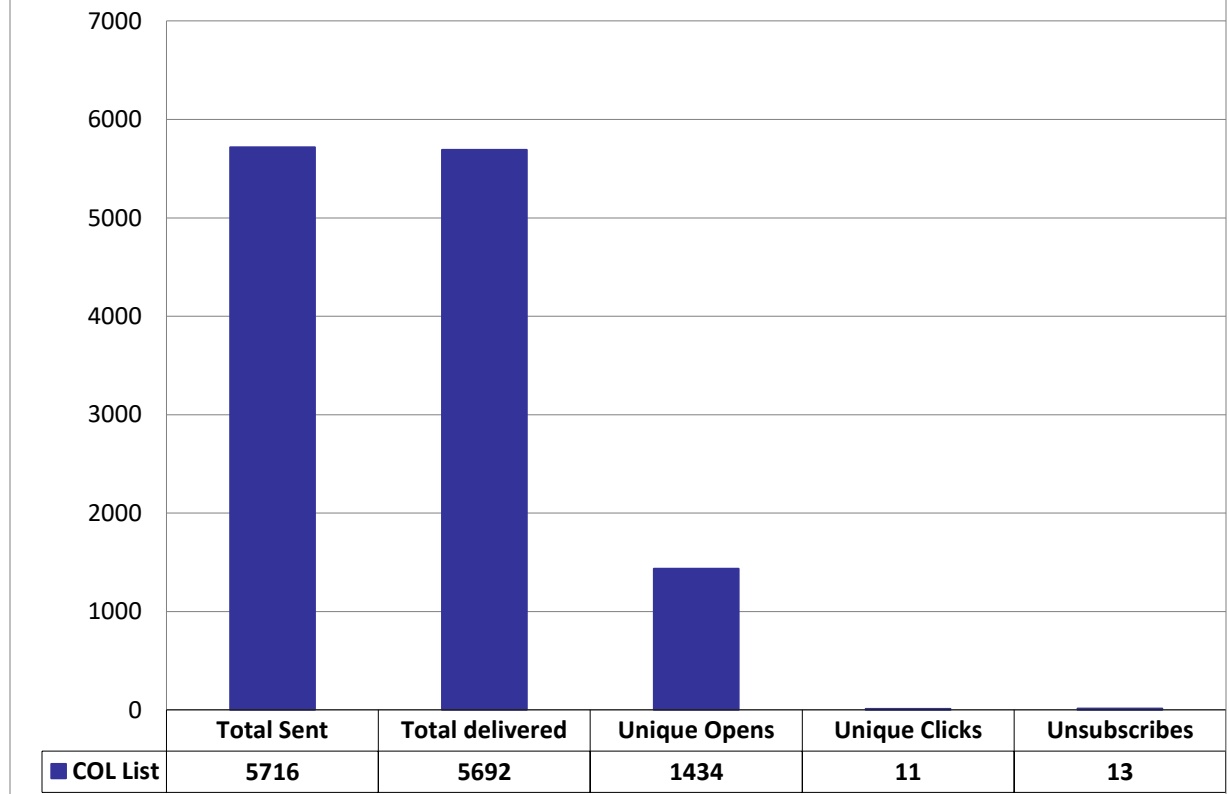
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FREE EVENT: CELEBRATE CINCO AT THE LA COLISEUM ON SUNDAY 5/06 -
05/02/2018





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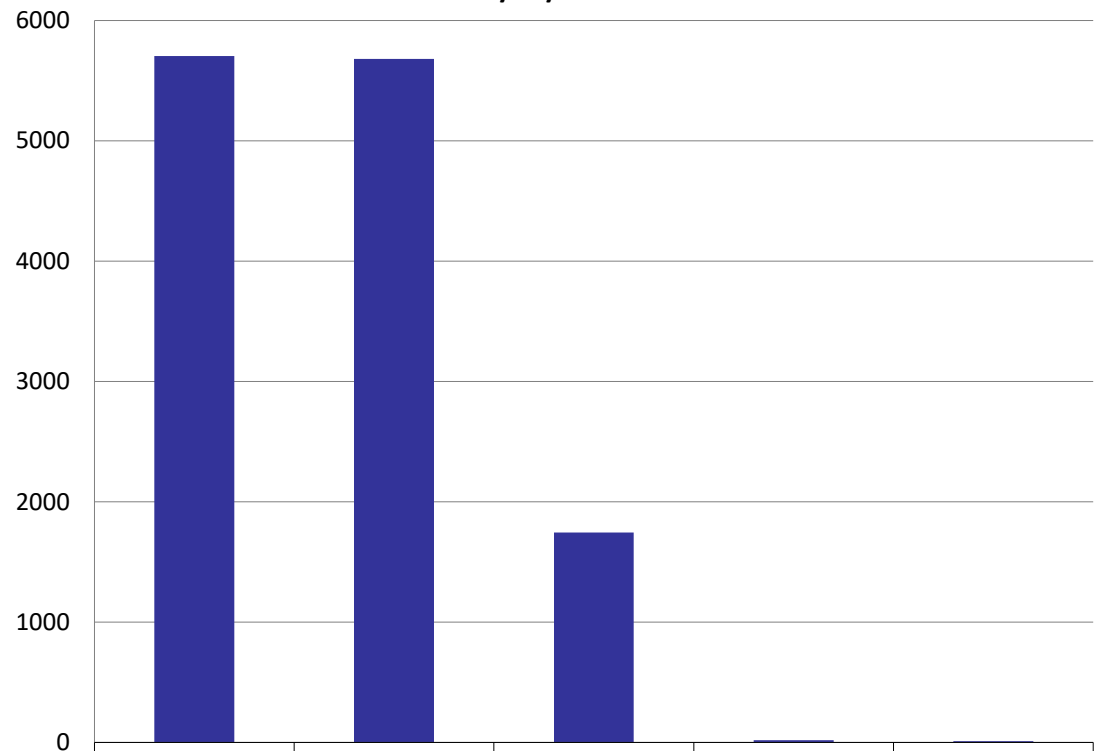
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05/02/2018



■ COL List

5704

5680

1745

17

10



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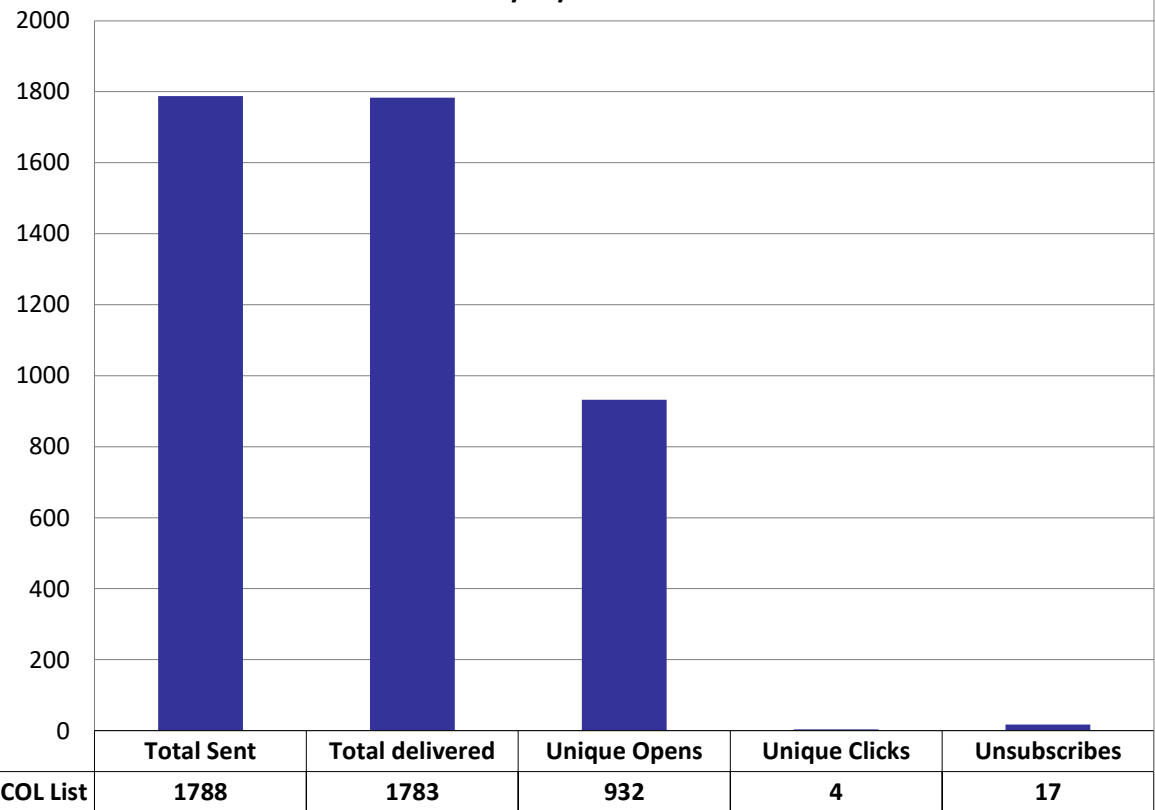
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05/02/2018





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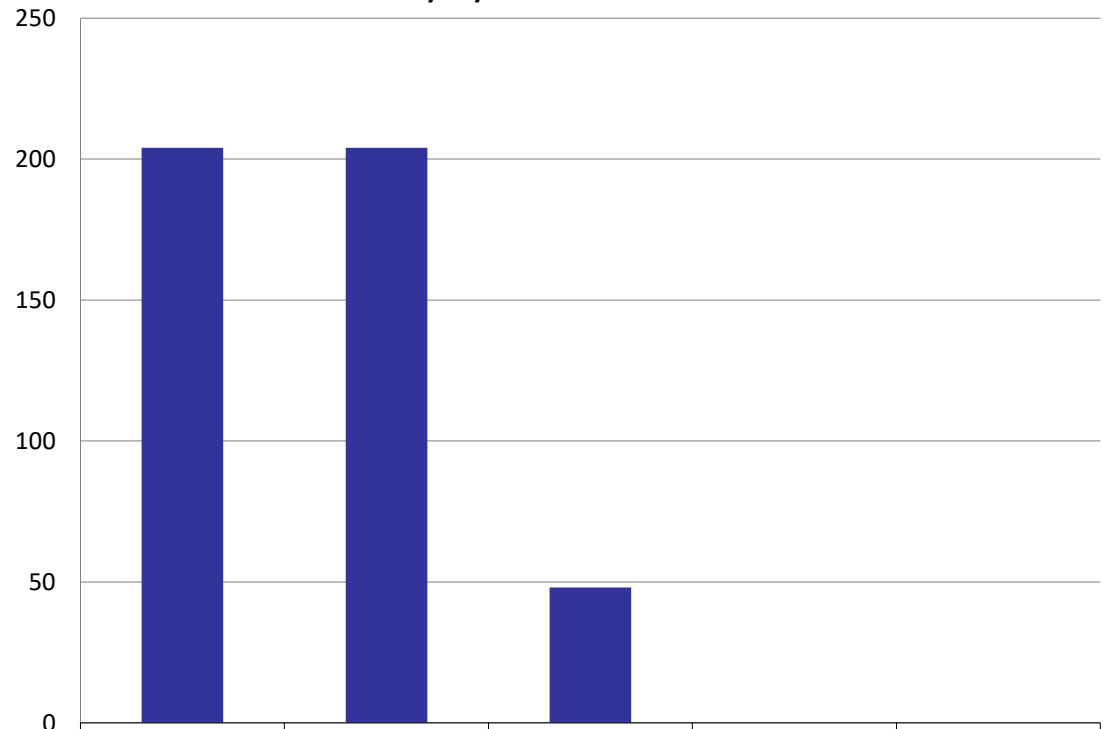
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On This Day in History at the Los Angeles Memorial Coliseum -
05/05/2018



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
COL List	204	204	48	0	0



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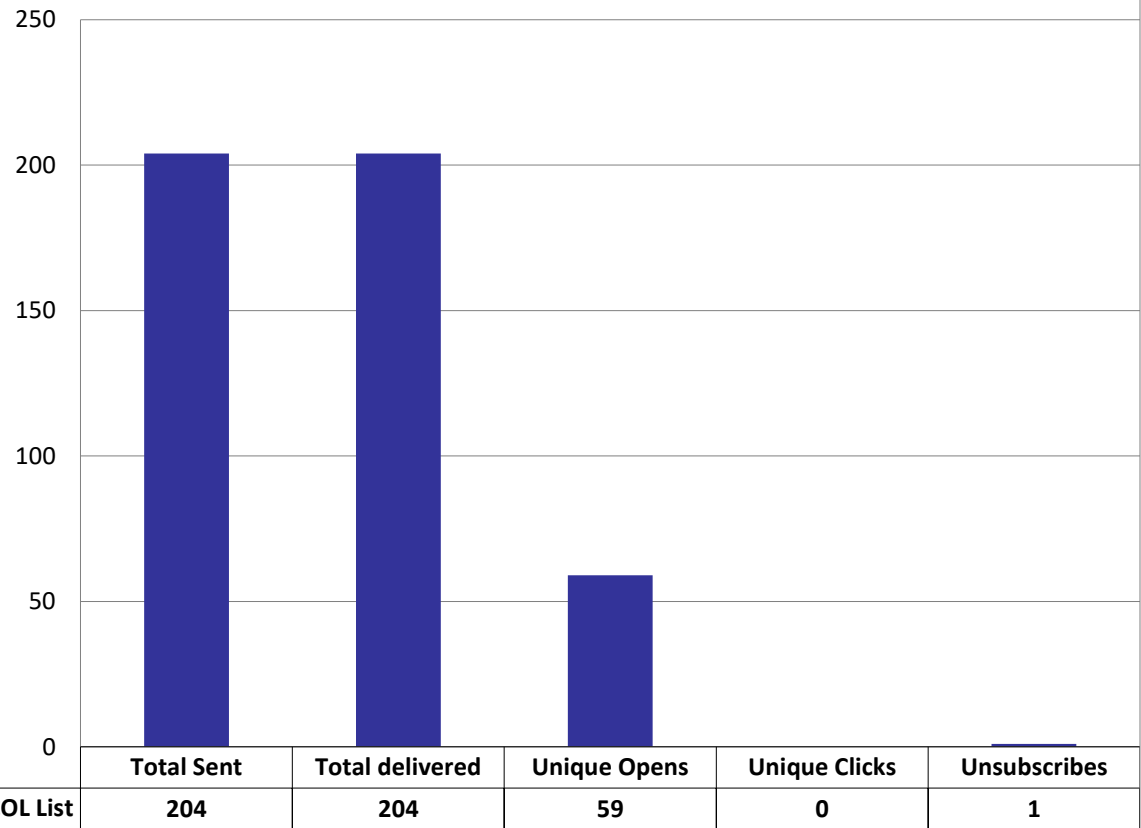
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On This Day in History at the Los Angeles Memorial Coliseum -
05/07/2018





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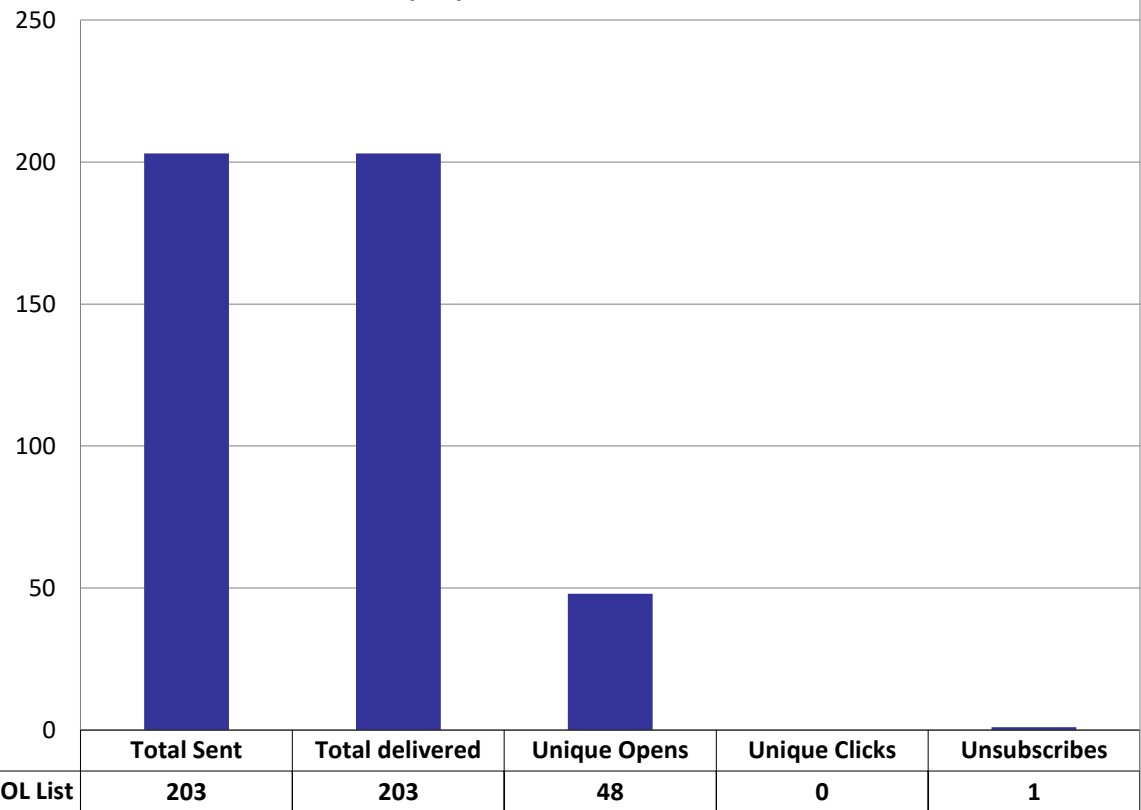
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On This Day in History at the Los Angeles Memorial Coliseum -
05/08/2018





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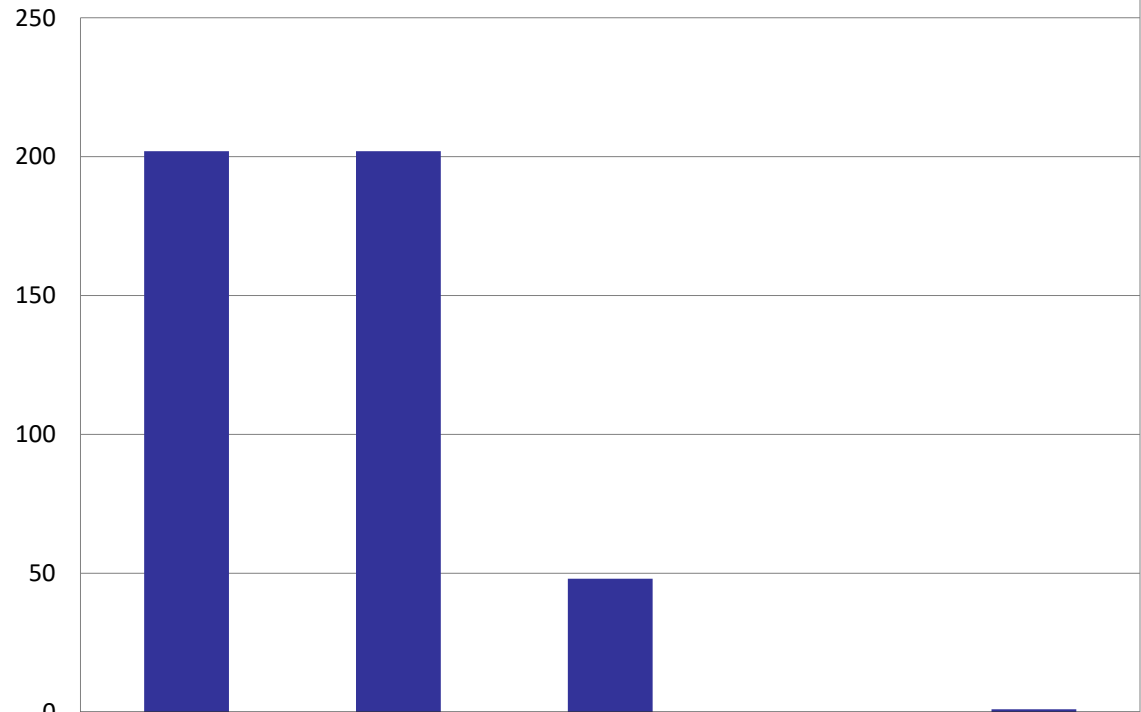
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On This Day in History at the Los Angeles Memorial Coliseum -
05/15/2018



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
COL List	202	202	48	0	1



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Email Campaign Reports

May 2018

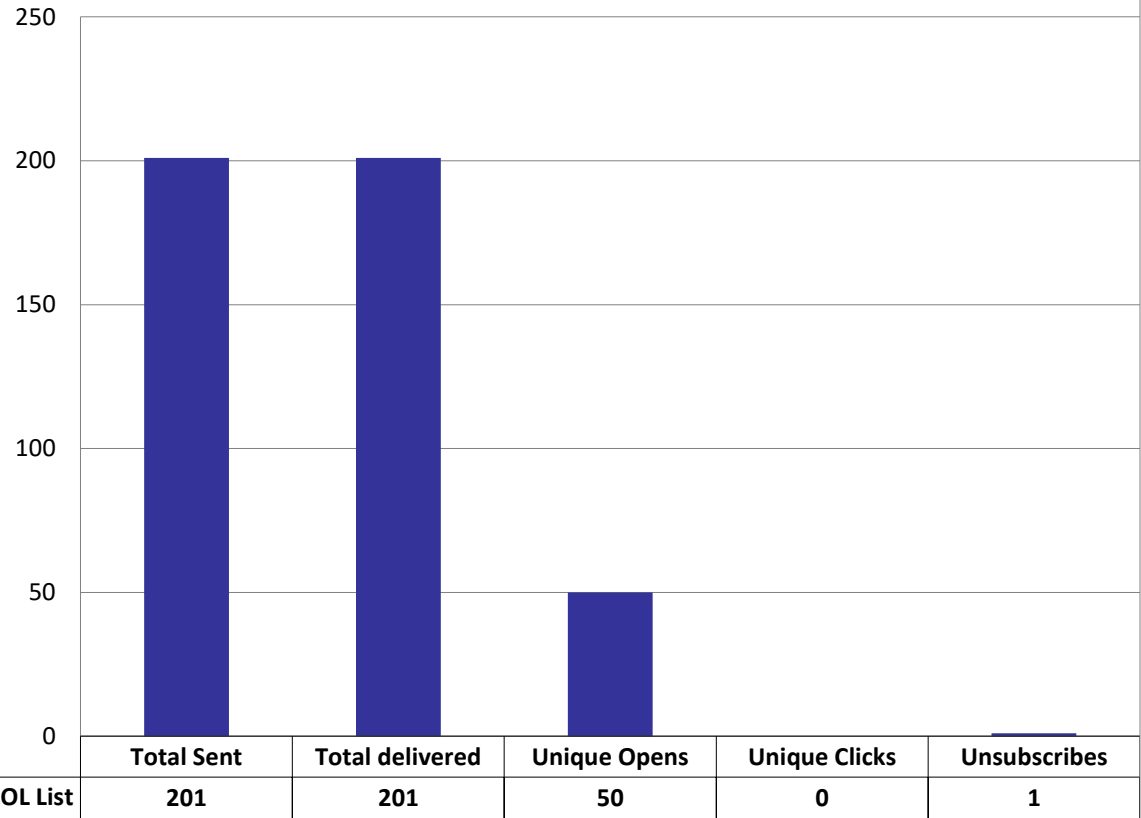
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On This Day in History at the Los Angeles Memorial Coliseum -
05/17/2018





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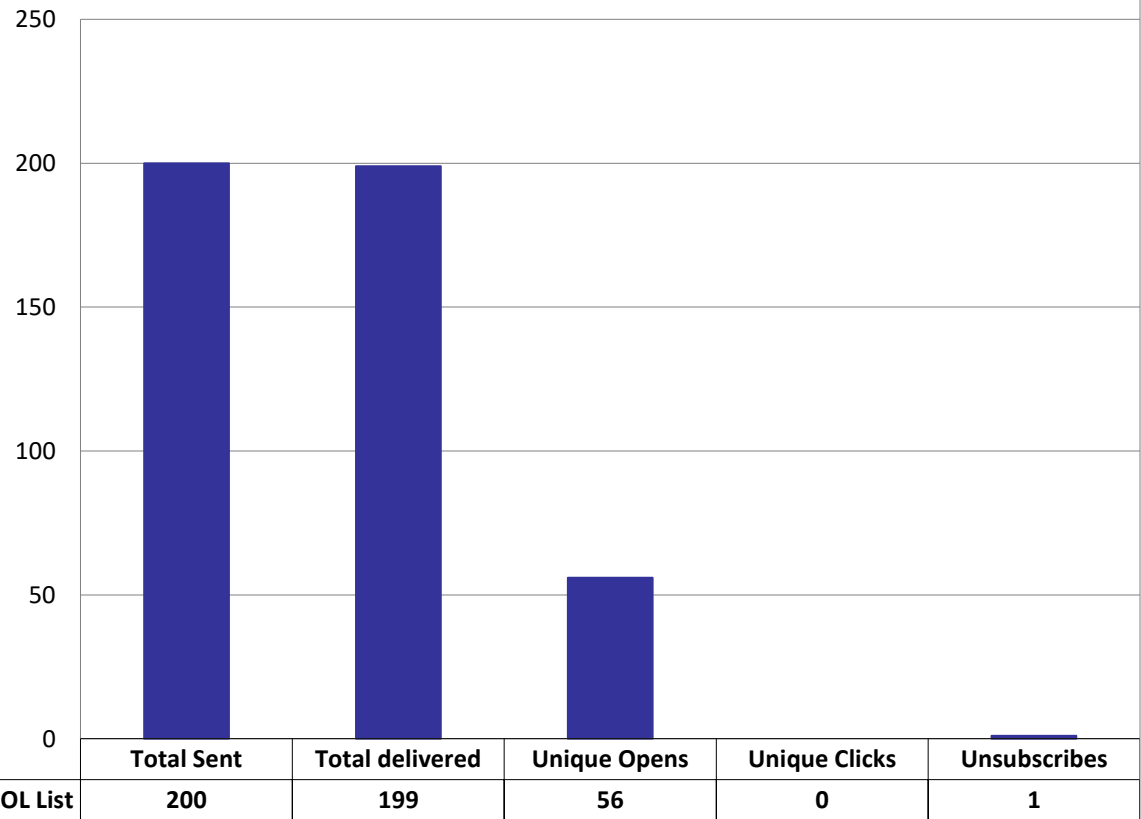
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On This Day in History at the Los Angeles Memorial Coliseum -
05/24/2018





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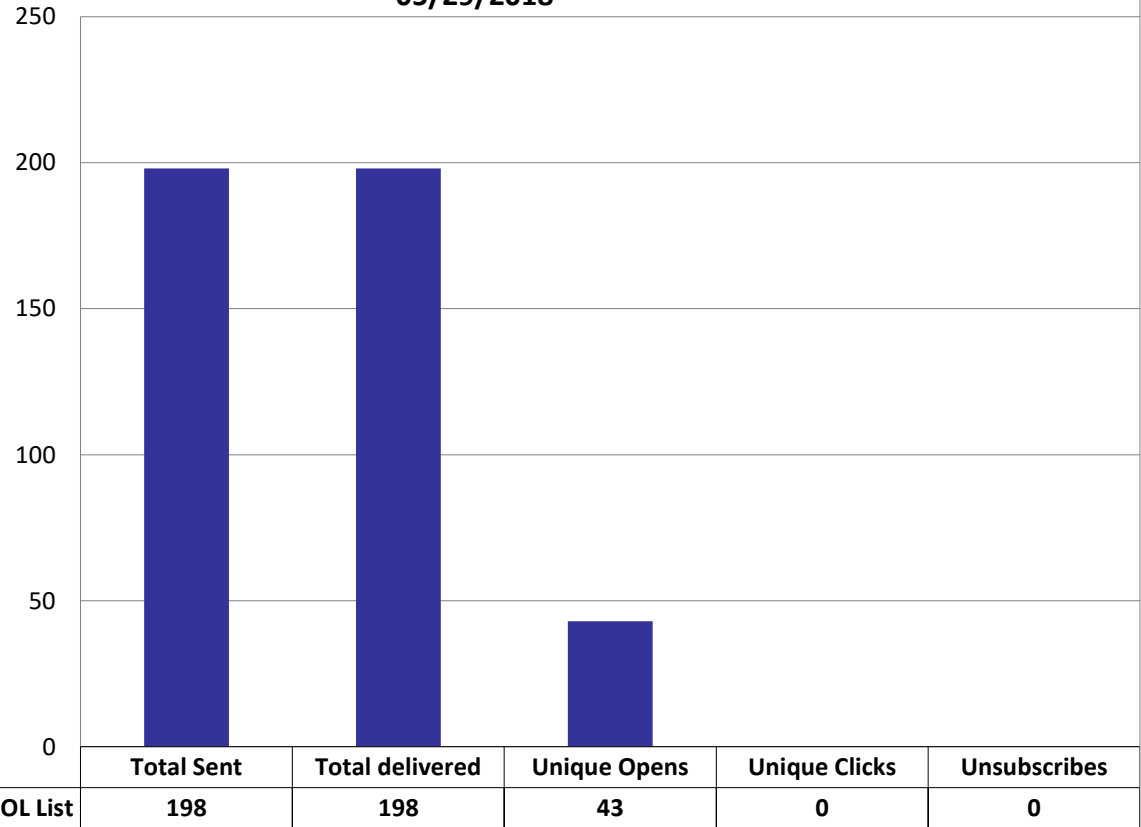
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On This Day in History at the Los Angeles Memorial Coliseum -
05/29/2018





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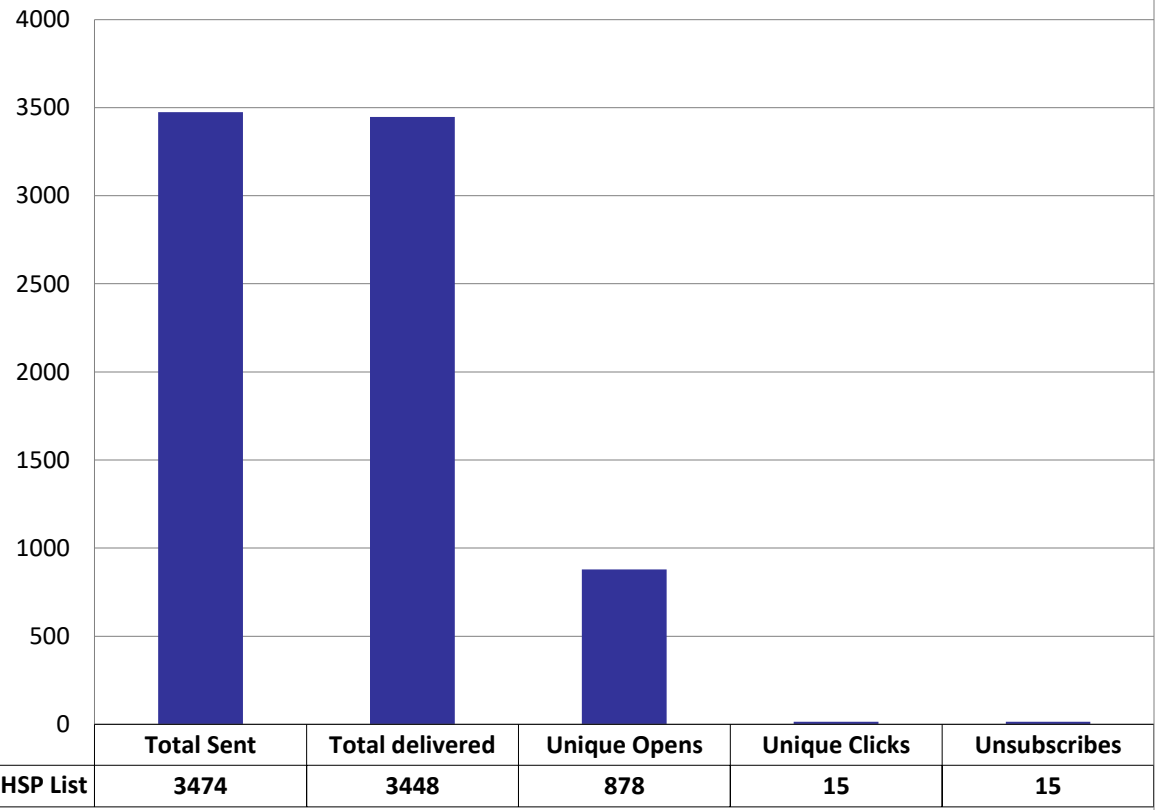
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Cinco de Mayo at the University Club - 05/04/2018





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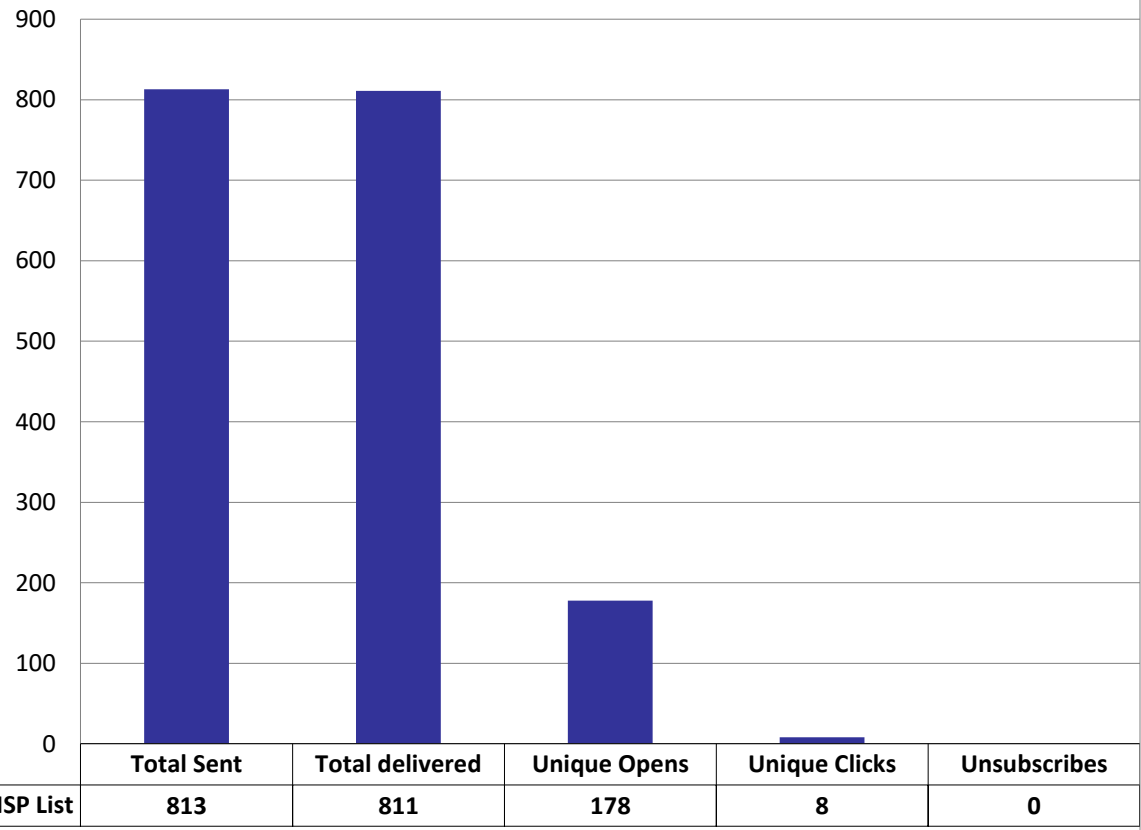
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This Week at HSC - Specials at The Edmondson! - 05/07/2018





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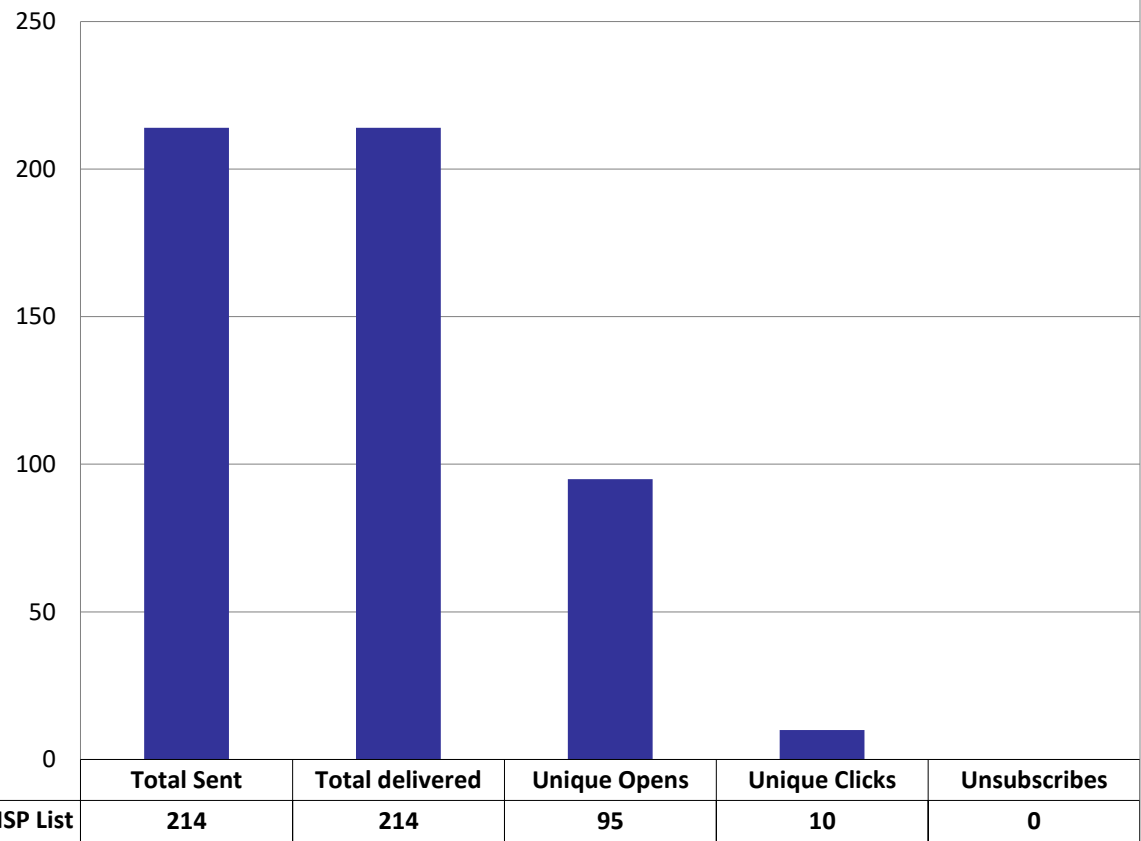
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URBNMRKT Weekly Specials - 05/07/2018





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Email Campaign Reports

May 2018

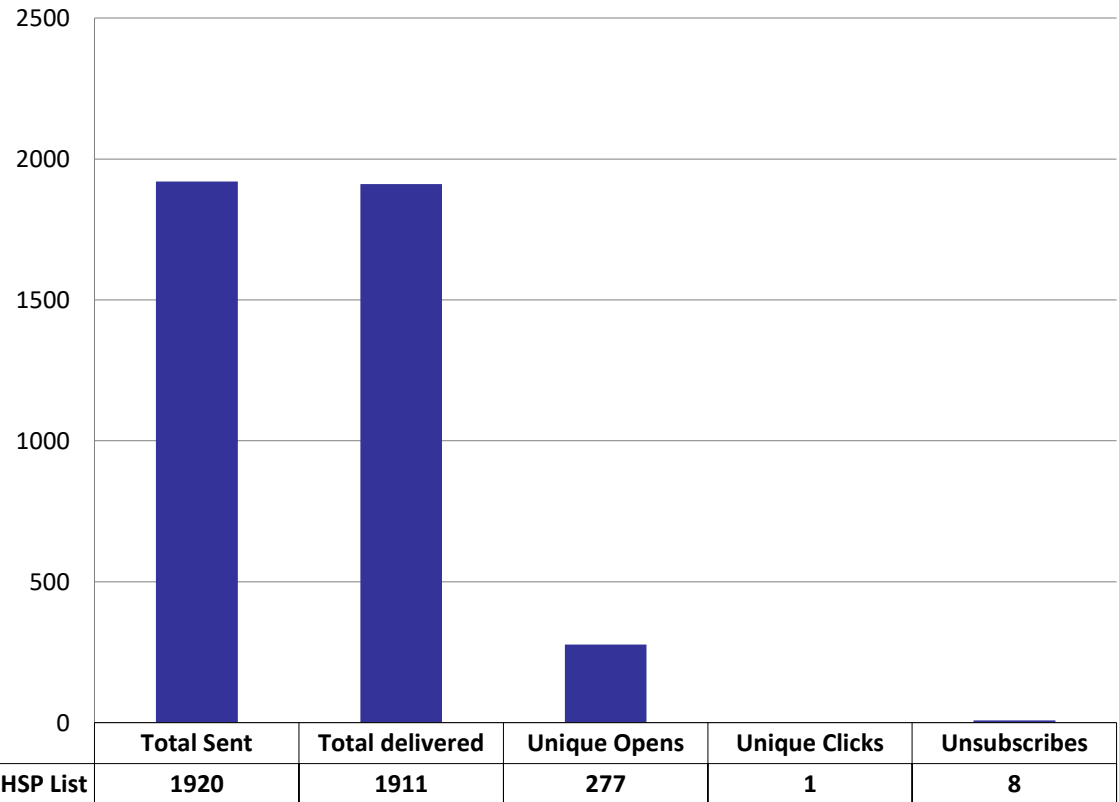
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Restaurants of USC Weekly Specials, May 7 - 10 - 05/07/2018





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May 2018

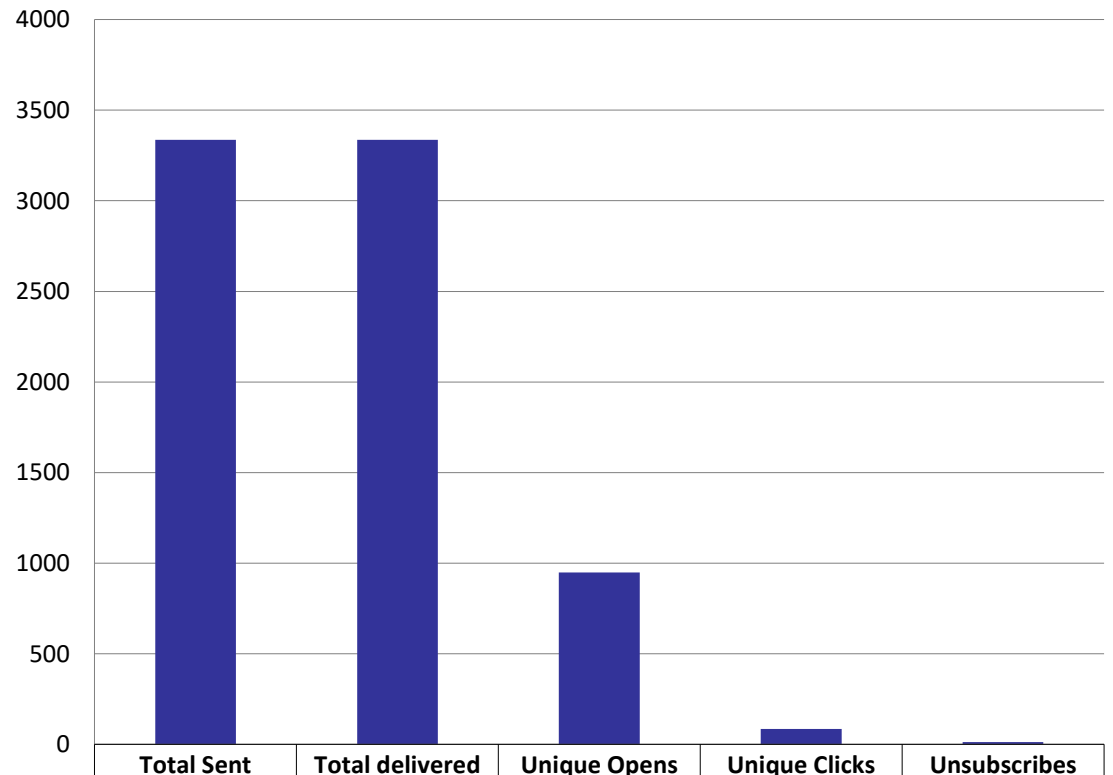
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This Week - May 7, 2018 - 05/07/2018





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May 2018

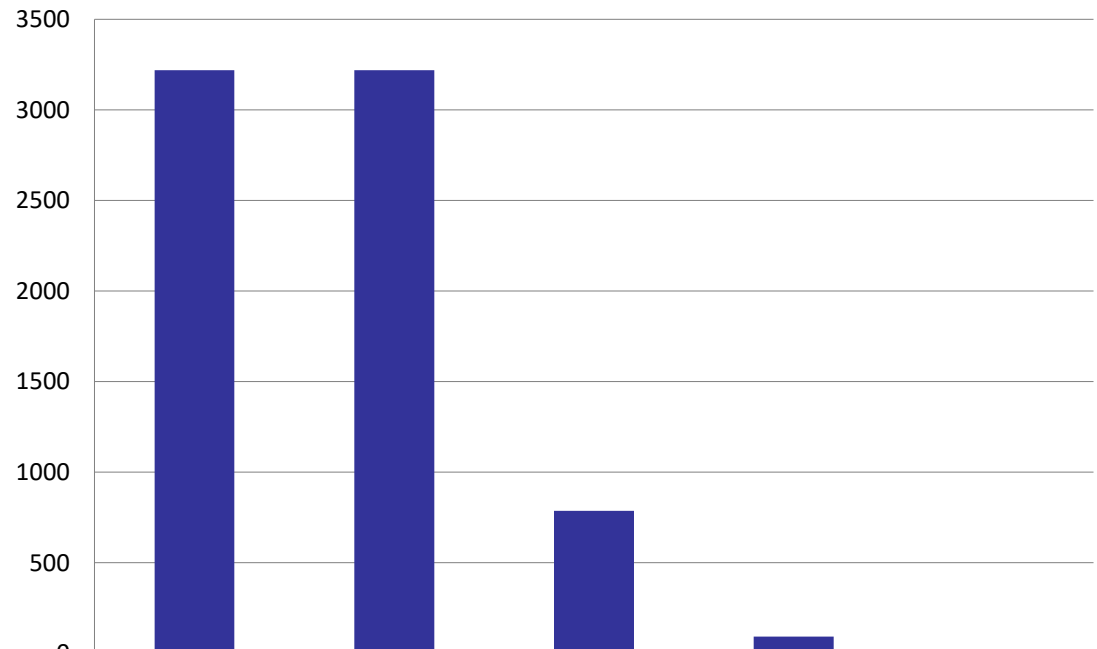
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Reminder: Voting closes Friday for the 2018-2019 Board of Councilors -
05/08/2018



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
■ HSP List	3220	3219	786	92	7



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Email Campaign Reports

May 2018

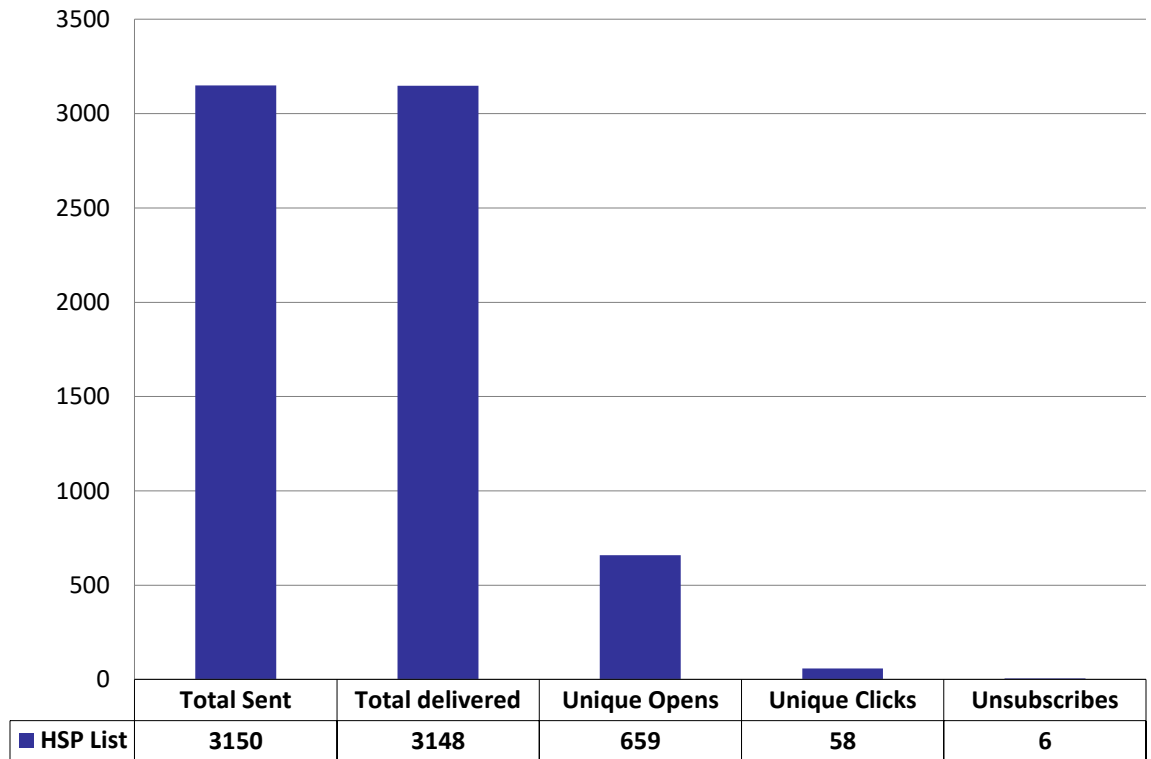
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LAST DAY to Vote for the 2018-2019 Board of Councilors - 05/11/2018





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Email Campaign Reports

May 2018

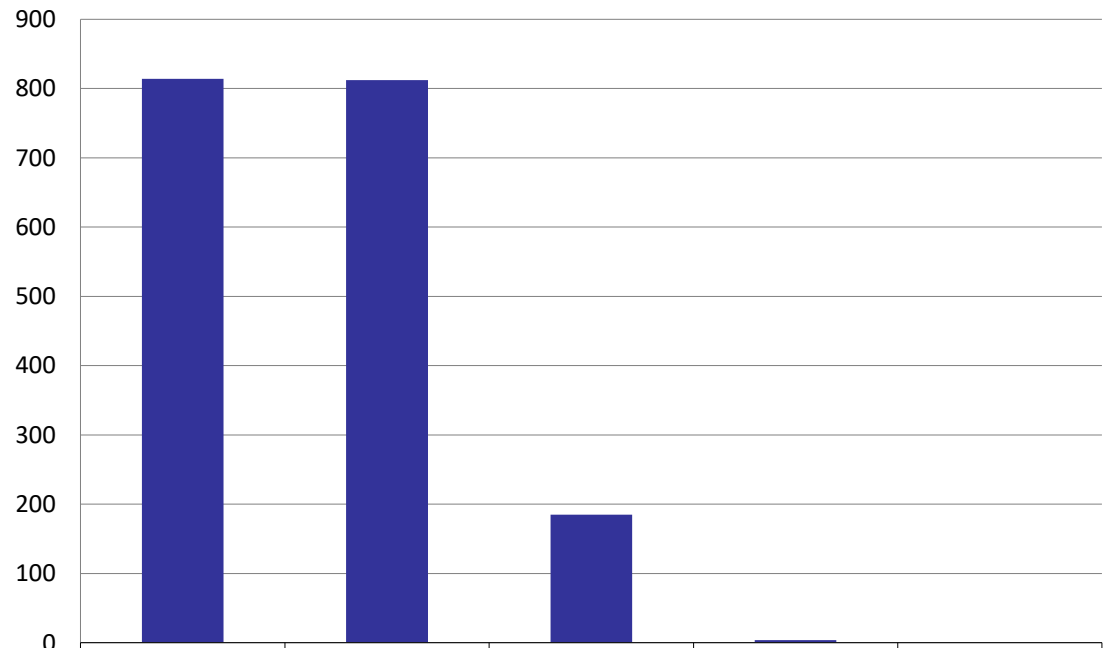
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This Week at HSC - Boba Truck Pop Up! - 05/14/2018



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
■ HSP List	814	812	185	4	0



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Email Campaign Reports

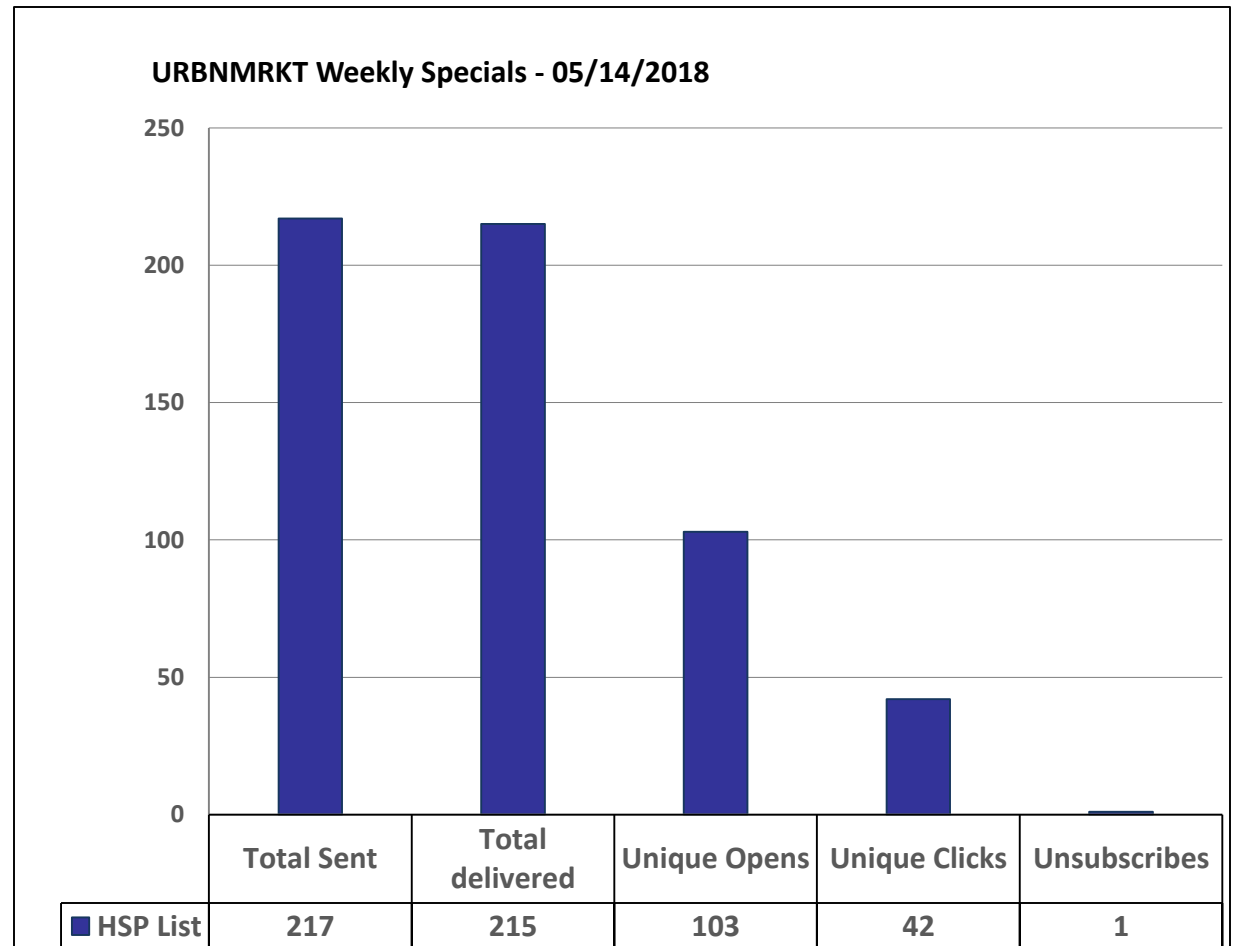
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Email Campaign Reports

May 2018

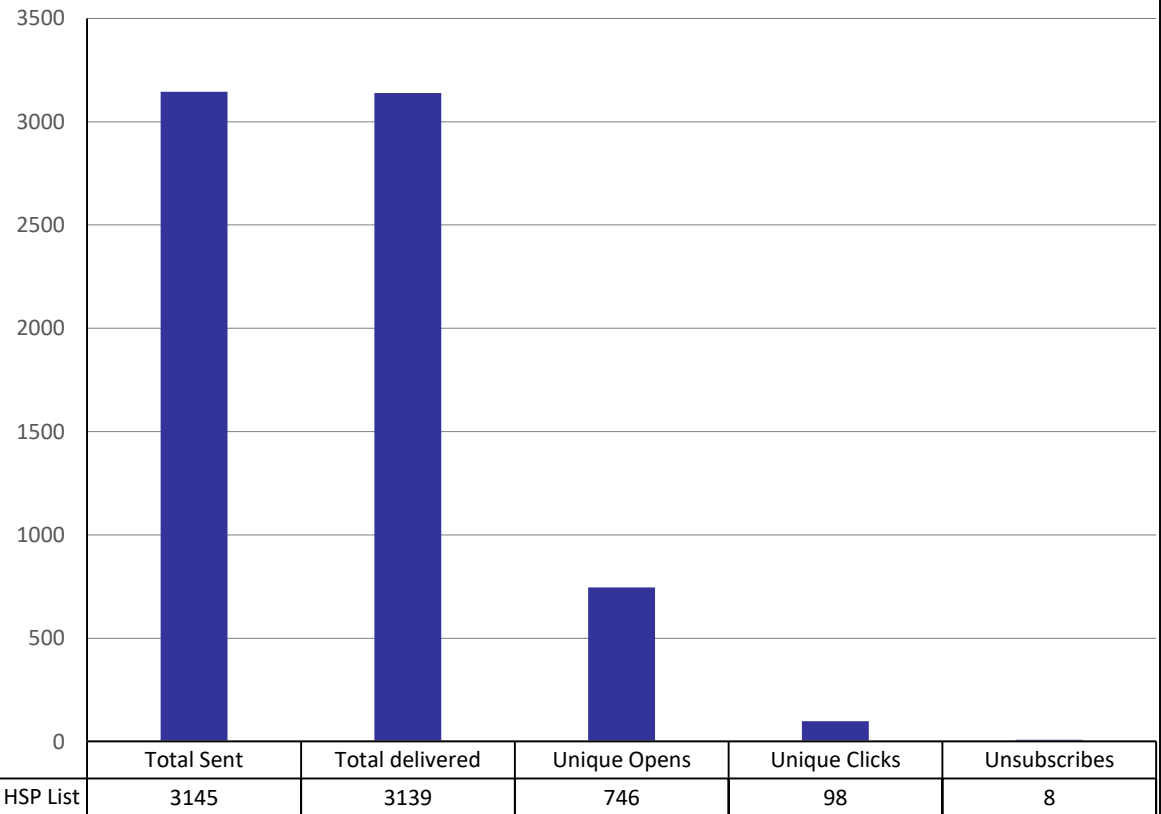
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Voting Extended for the 2018-2019 Board of Councilors - 05/14/2018





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Email Campaign Reports

May 2018

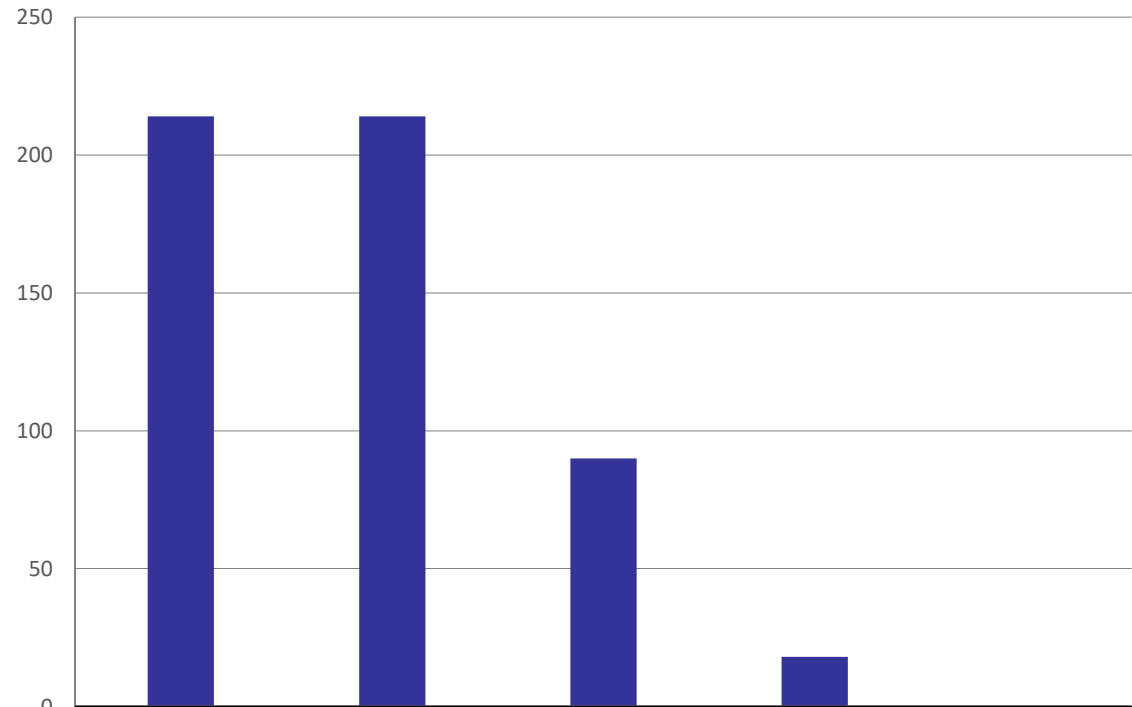
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Reminder! Food Trucks at URBN Tomorrow! - 05/17/2018



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
HSP List	214	214	90	18	0



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Email Campaign Reports

May 2018

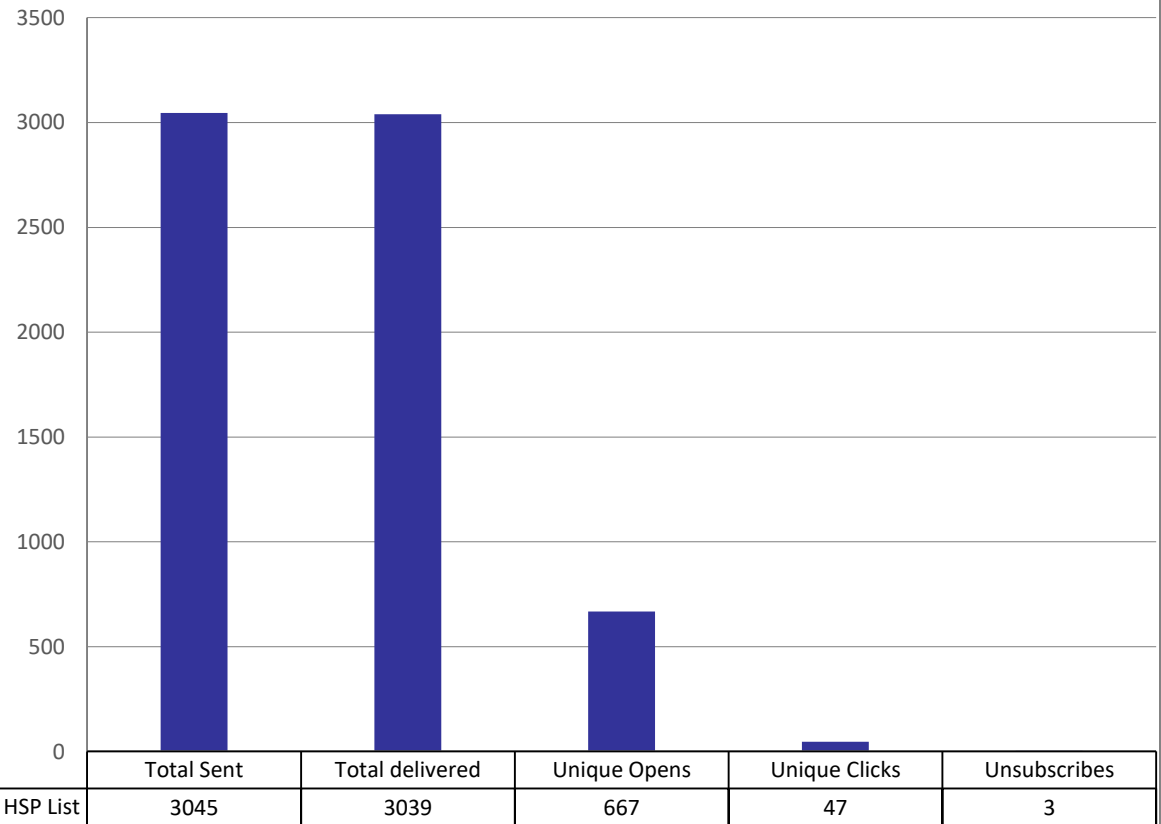
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LAST DAY to Vote for the 2018-2019 Board of Councilors - 05/18/2018





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Customer Satisfaction Report

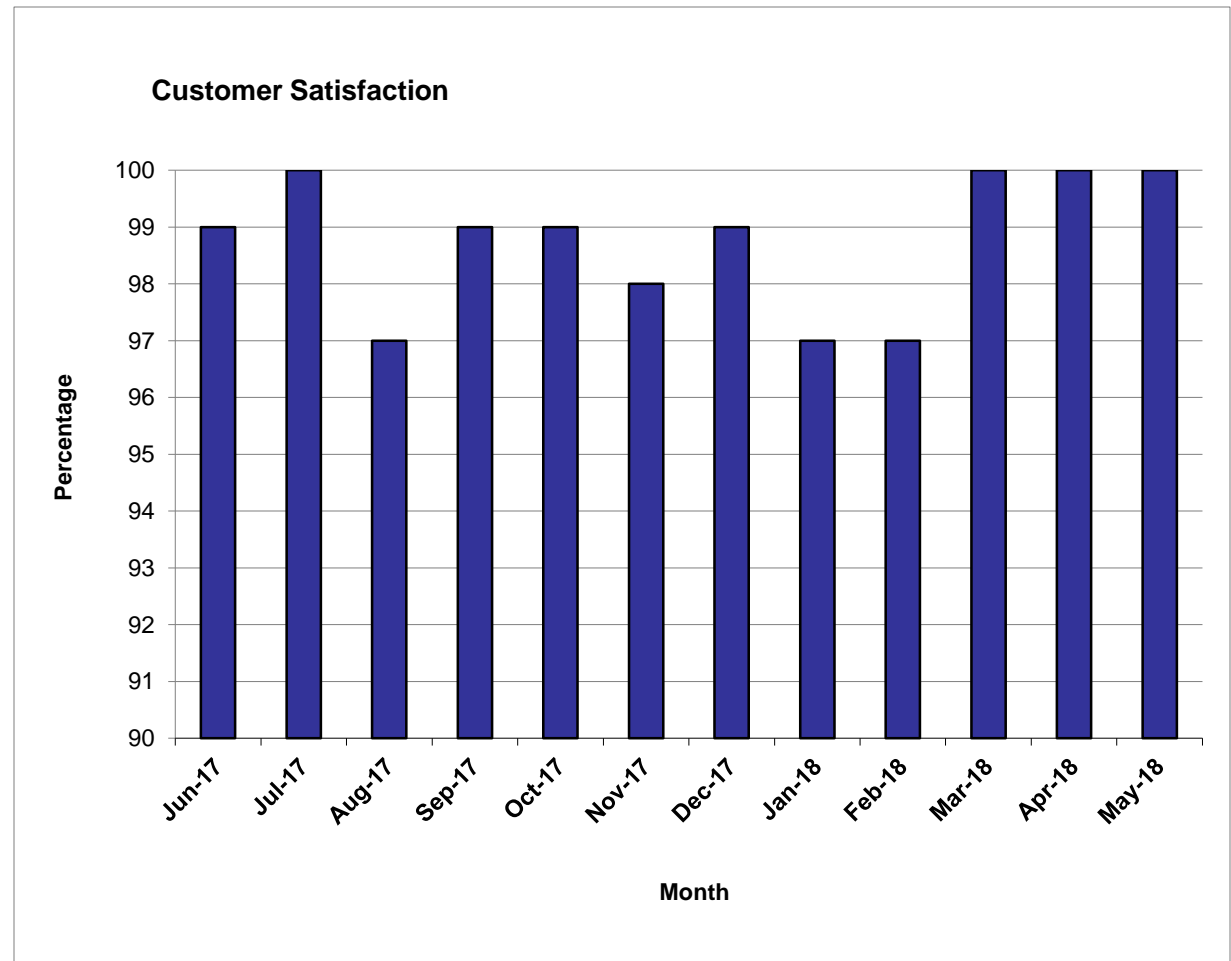
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Thank You !!