



AUXILIARY SERVICES IT

AS IT MONTHLY REPORTS

For November 2018

TO CREATE
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BEST PEOPLE.
BEST PRODUCT.
BEST SERVICE.

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USC HOUSING. USC TRANSPORTATION.
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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

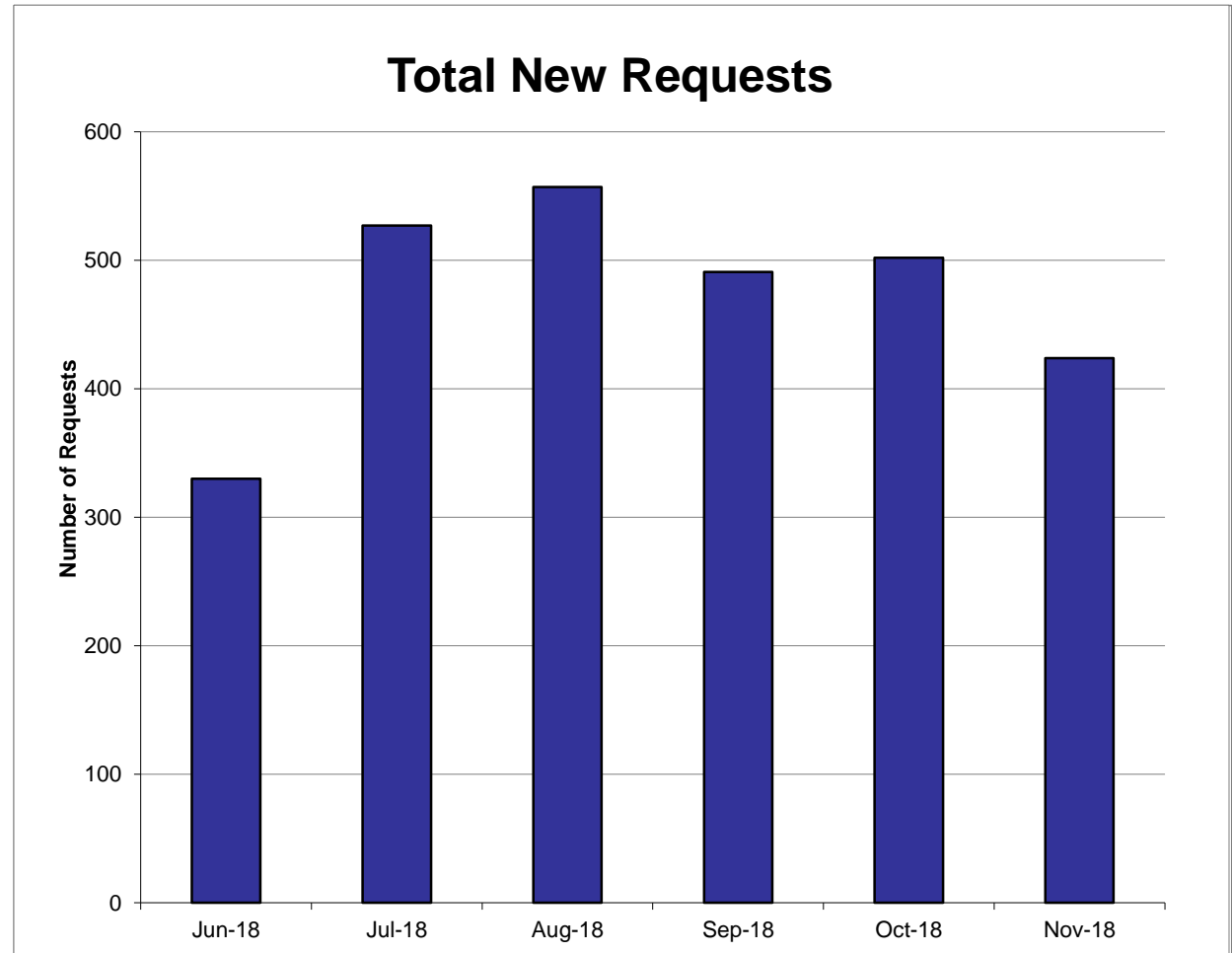
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Service Desk Reports November 2018

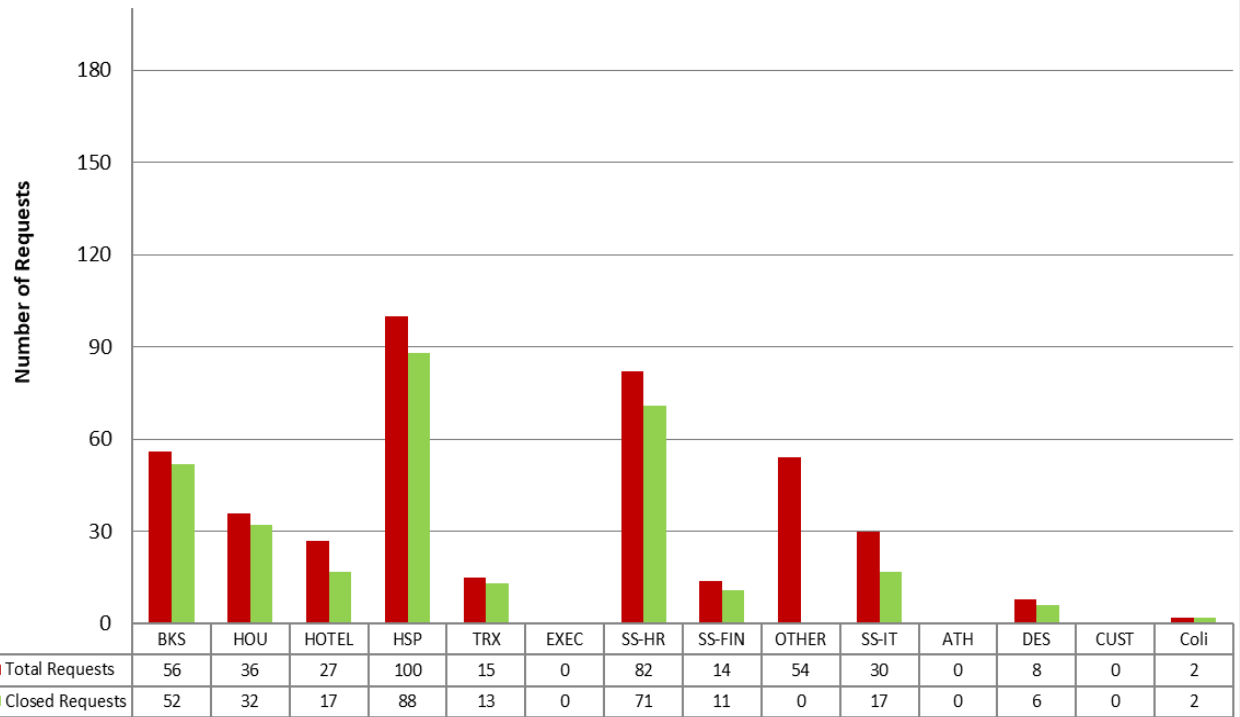
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Total New Vs Closed Requests





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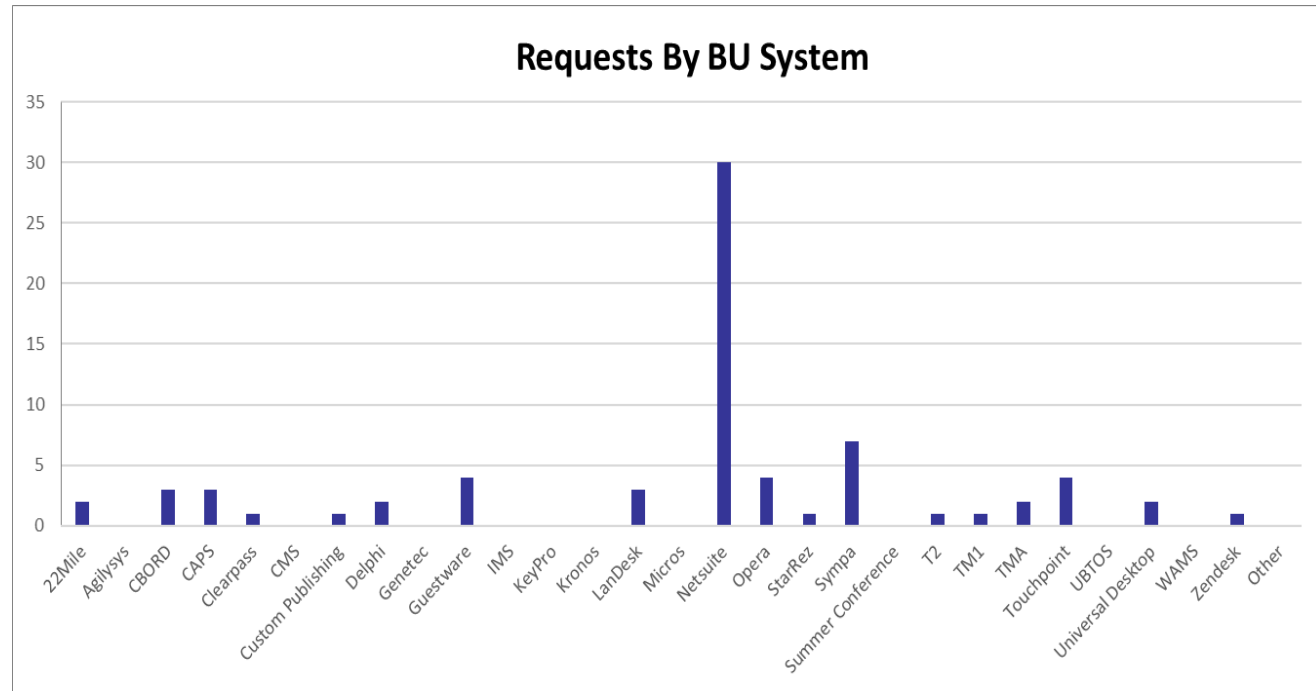
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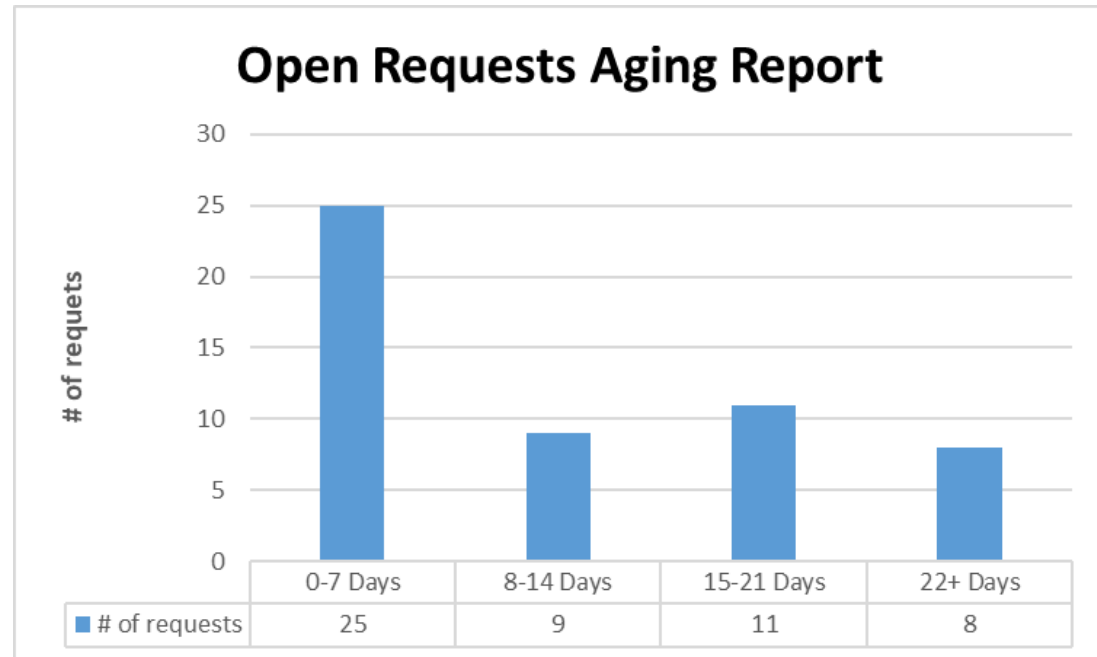
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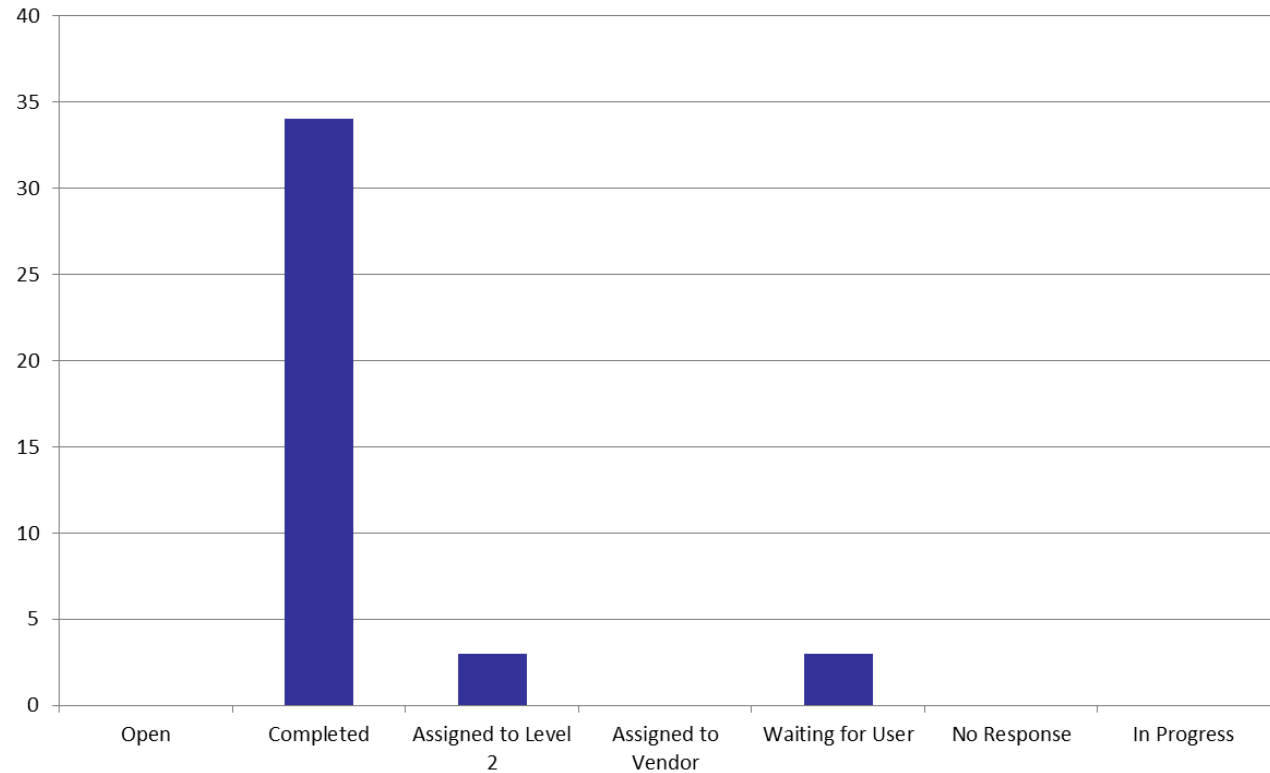
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of Web Requests Opened By Status

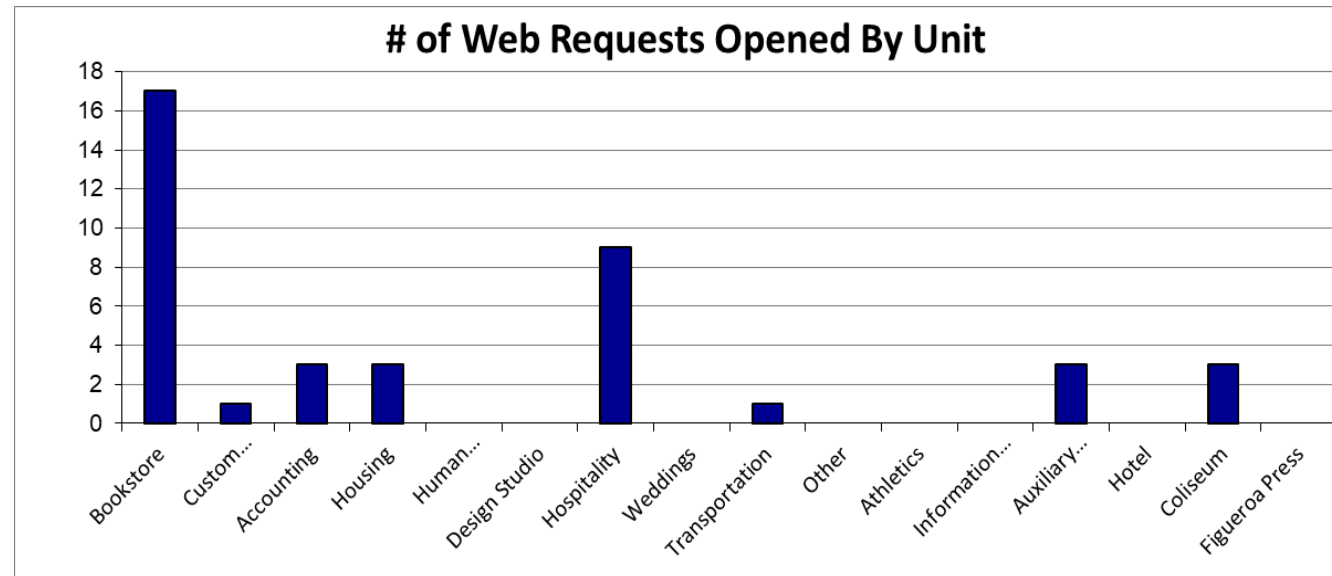




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Service Desk Reports

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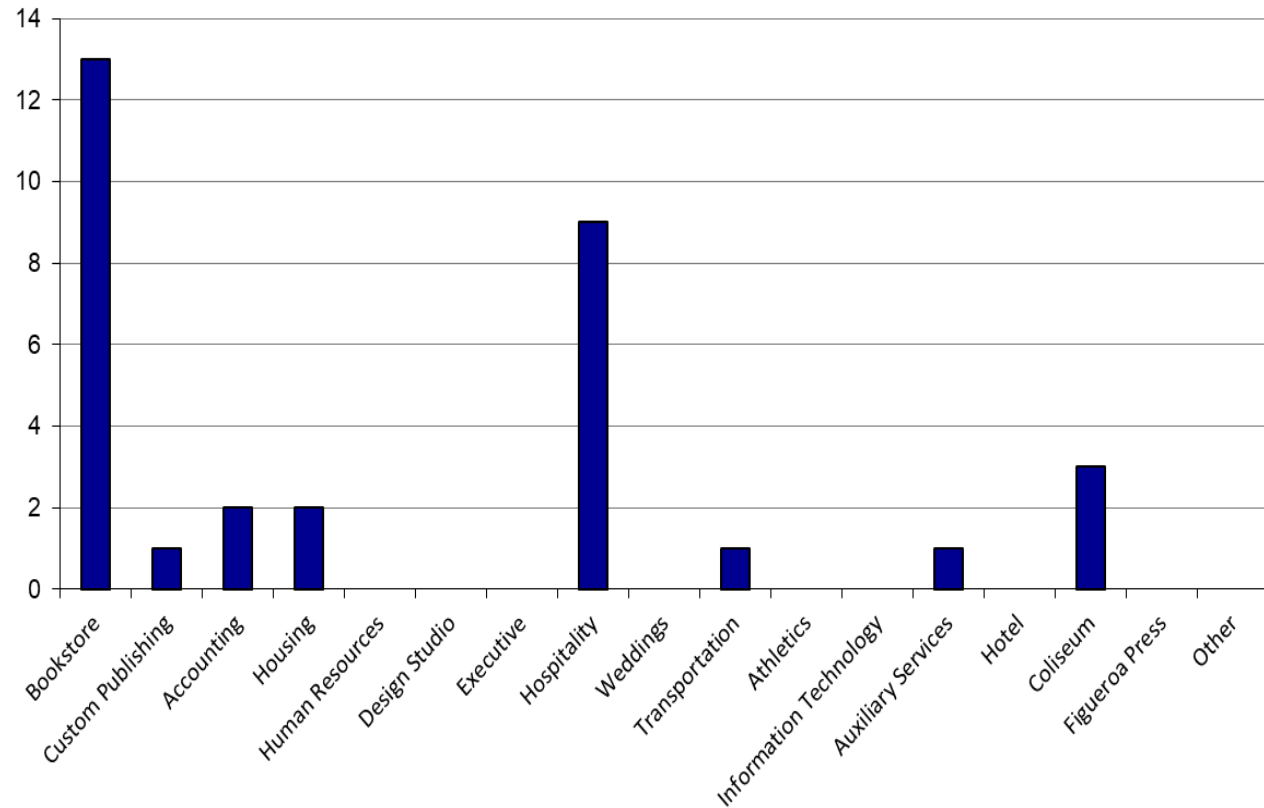
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of Web Requests Closed By Unit





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Website Reports

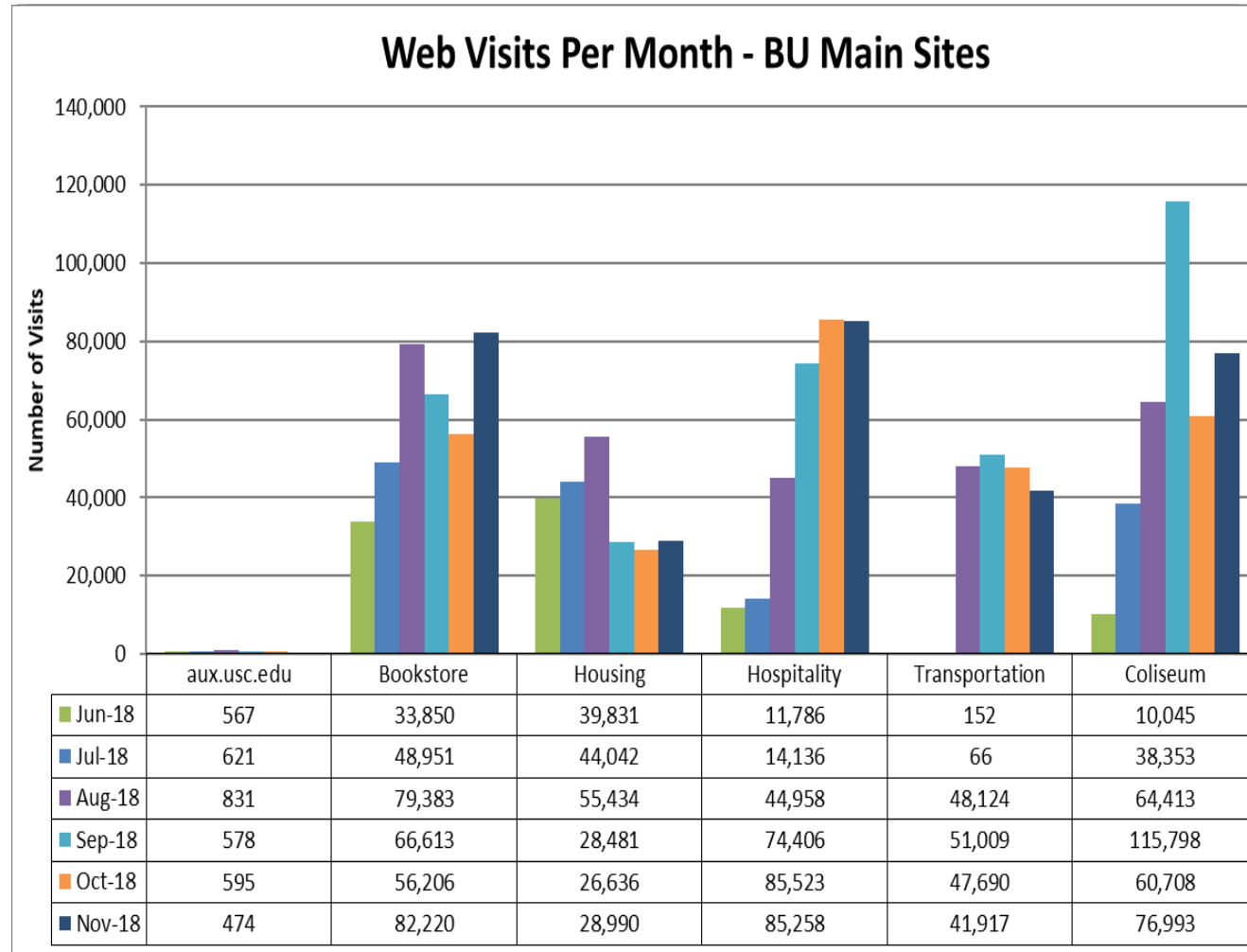
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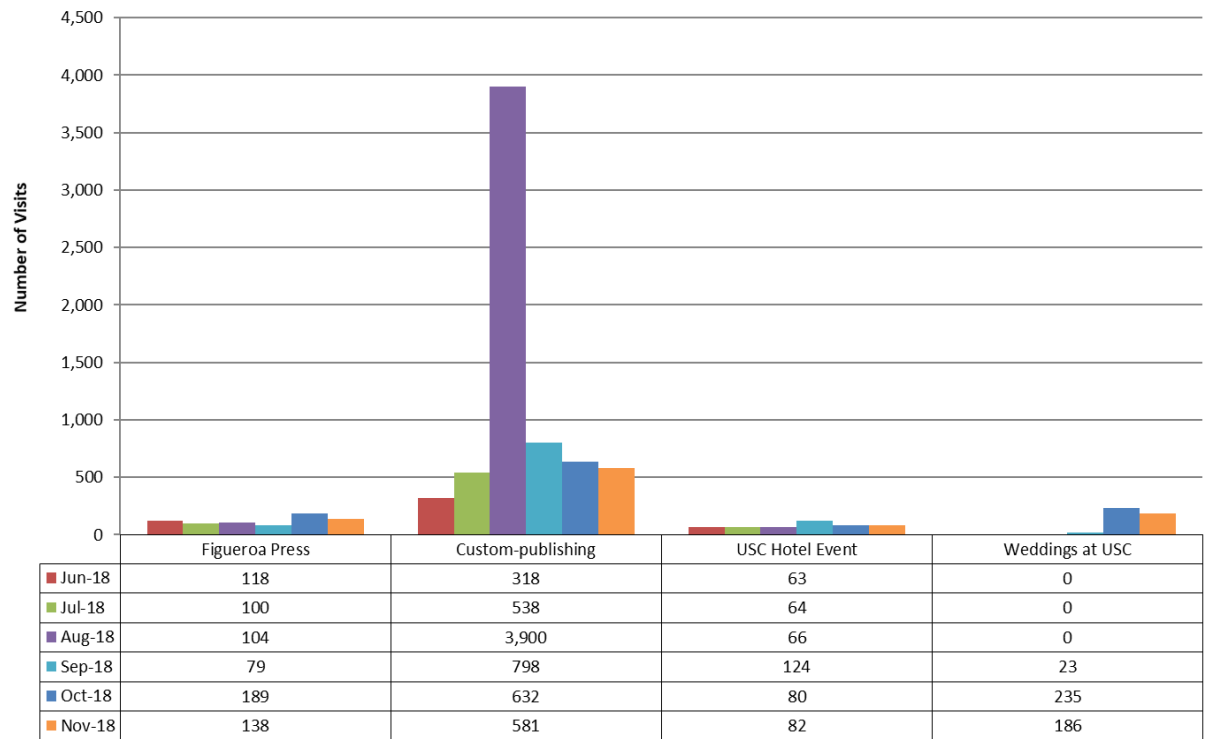
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Web Visits Per Month - Other Sites





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Website Reports

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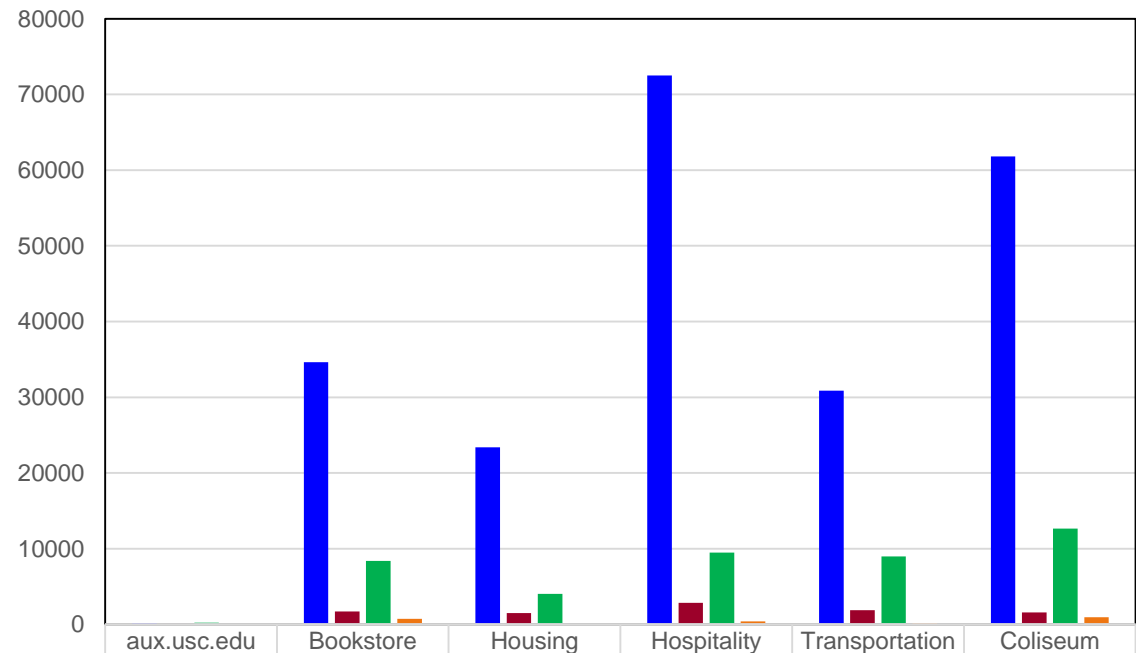
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November 2018 Traffic Sources - BU Main Sites



■ Search Engine	179	34,632	23,395	72,509	30,882	61,822
■ Referring Sites	45	1,726	1,501	2,862	1,869	1,572
■ Direct Traffic	249	8,374	4,034	9,483	8,974	12,660
■ Campaigns	1	756	60	389	192	932



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Website Reports

November 2018

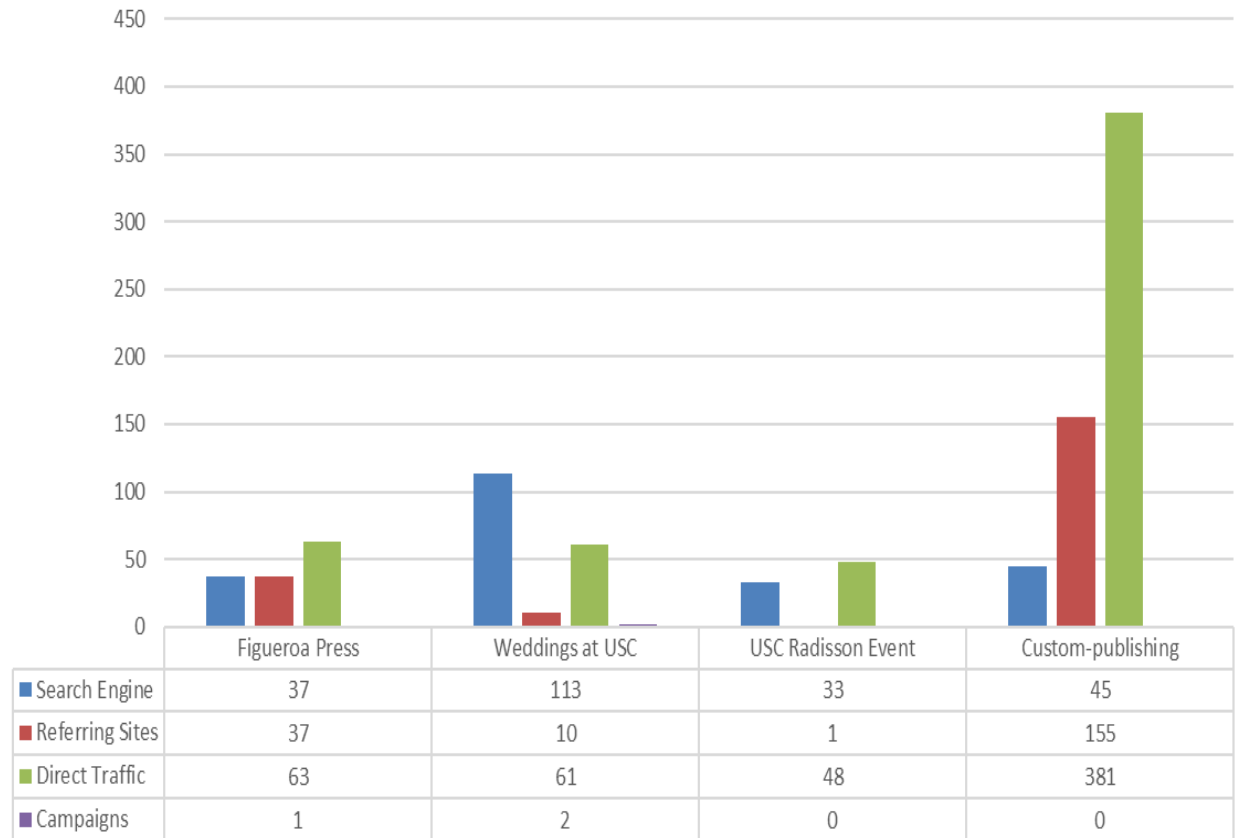
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November 2018 Traffic Sources - Other Sites





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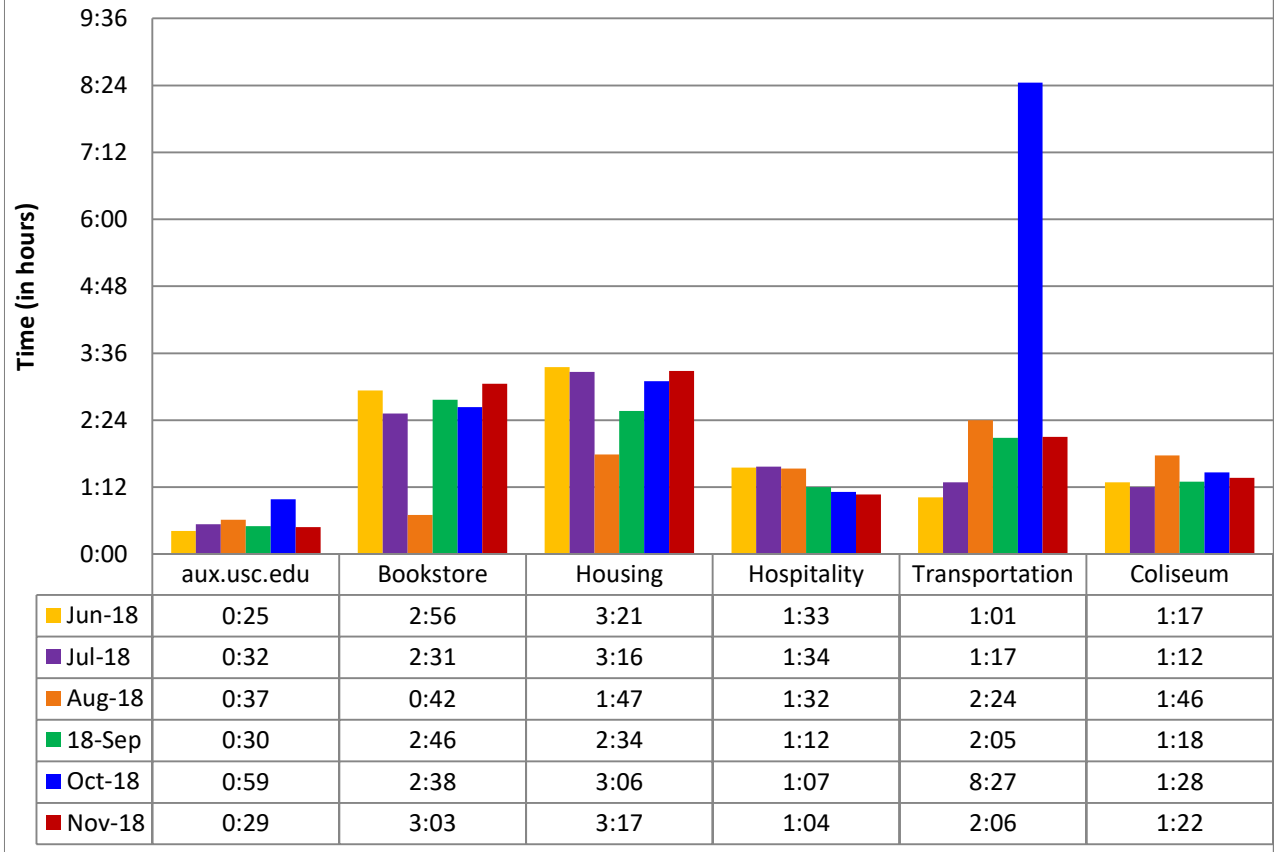
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Average Time Spent on Website - BU Main Sites





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Website Reports

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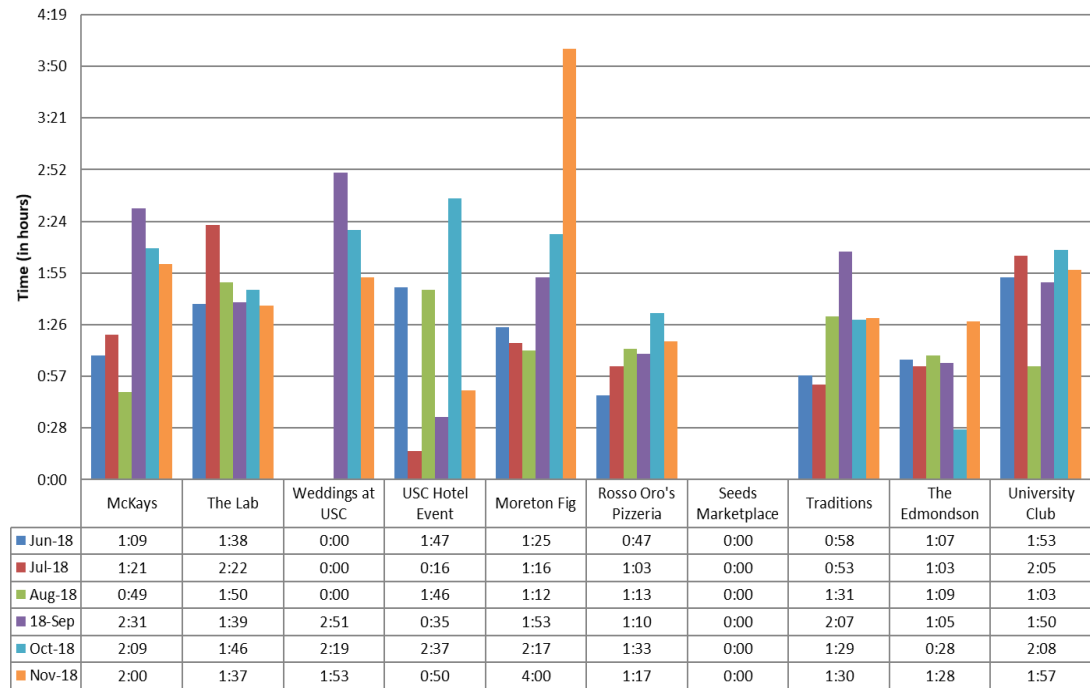
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Average Time Spent on Website - HSP Micro Sites





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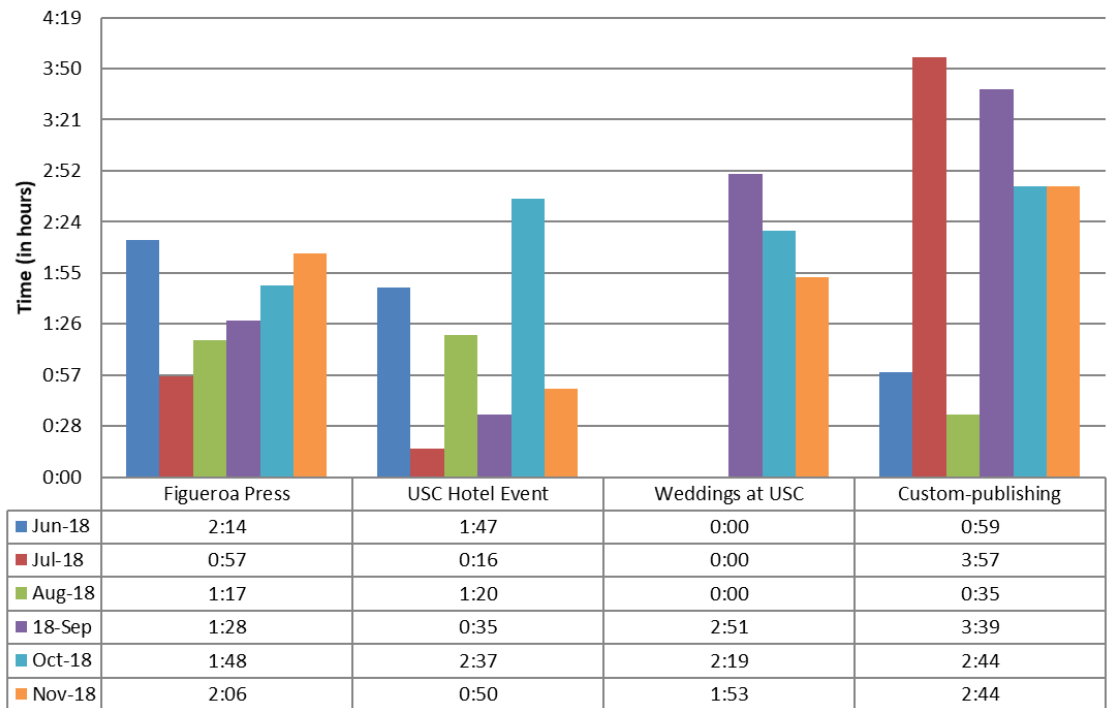
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Average Time Spent on Website - Other Sites





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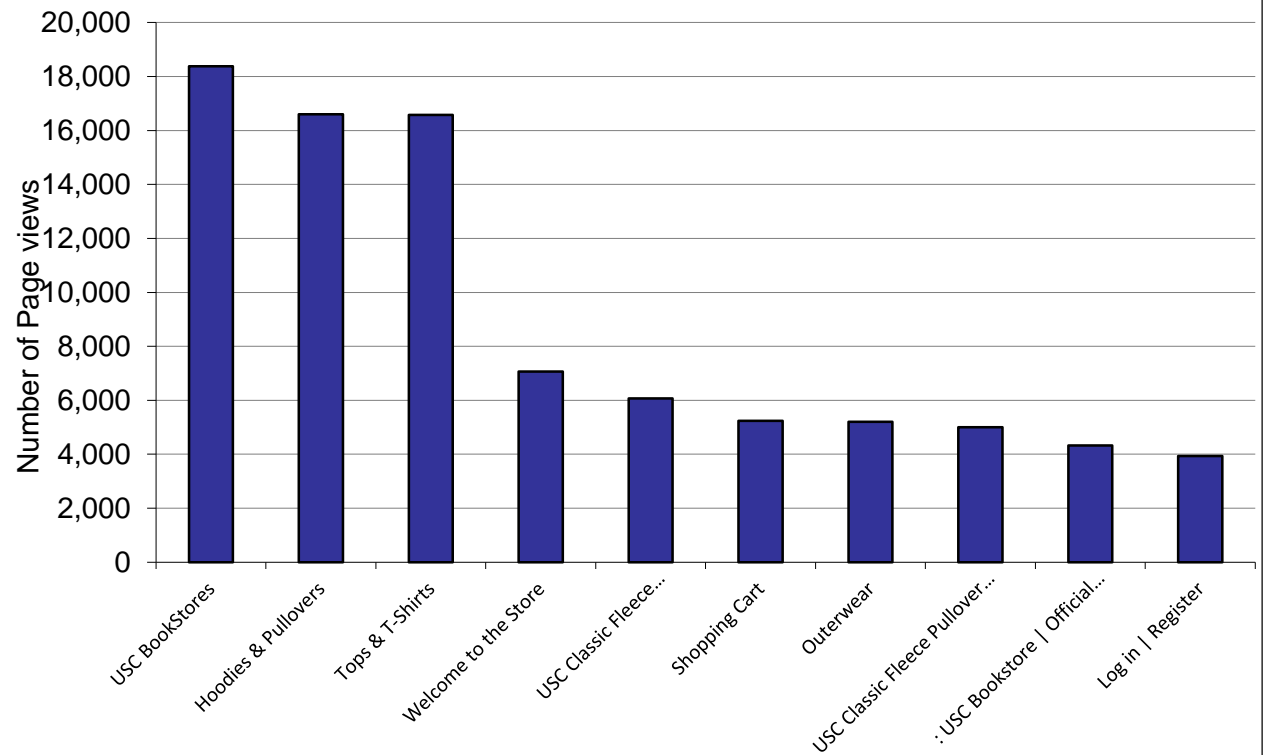
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Bookstore Charts 10 Most Viewed Pages





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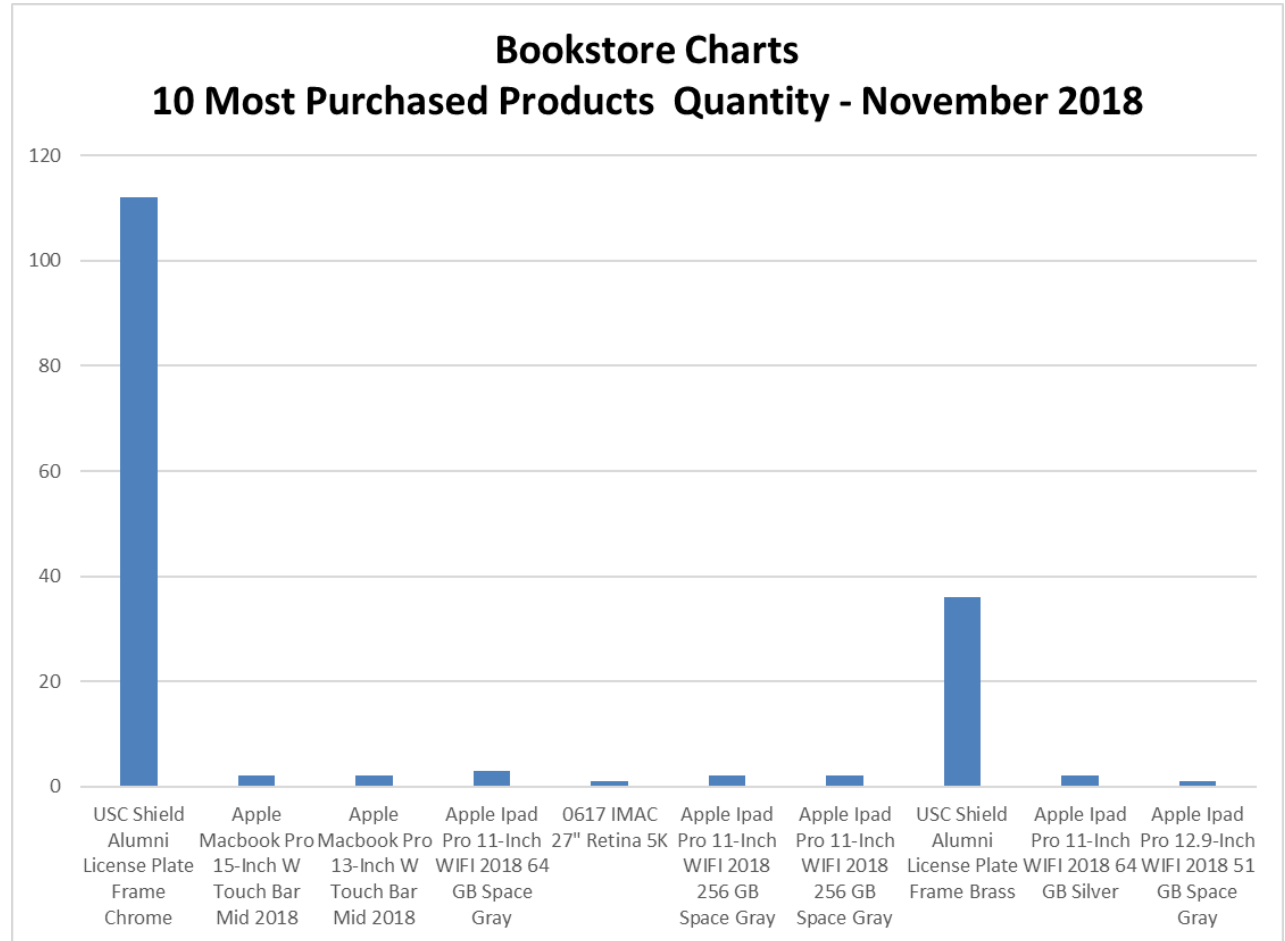
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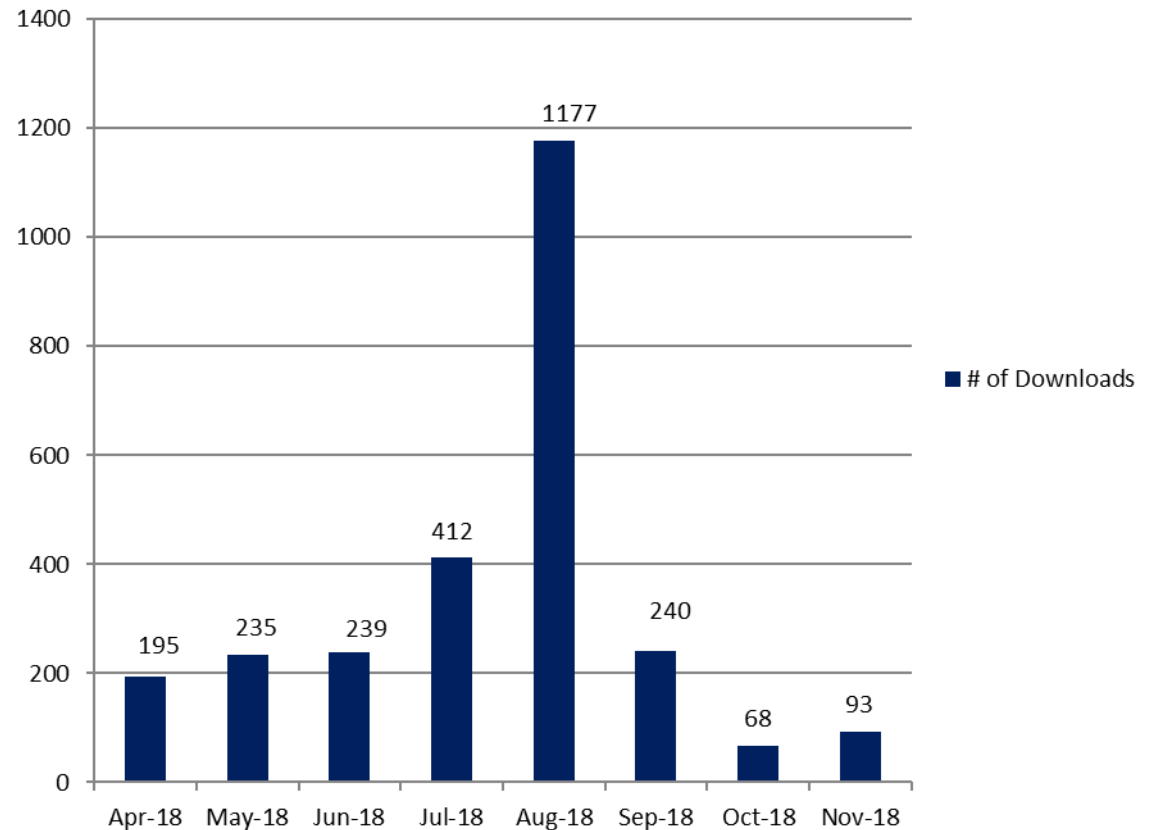
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of Downloads
TSP Mobile App Stats





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Email Campaign Reports

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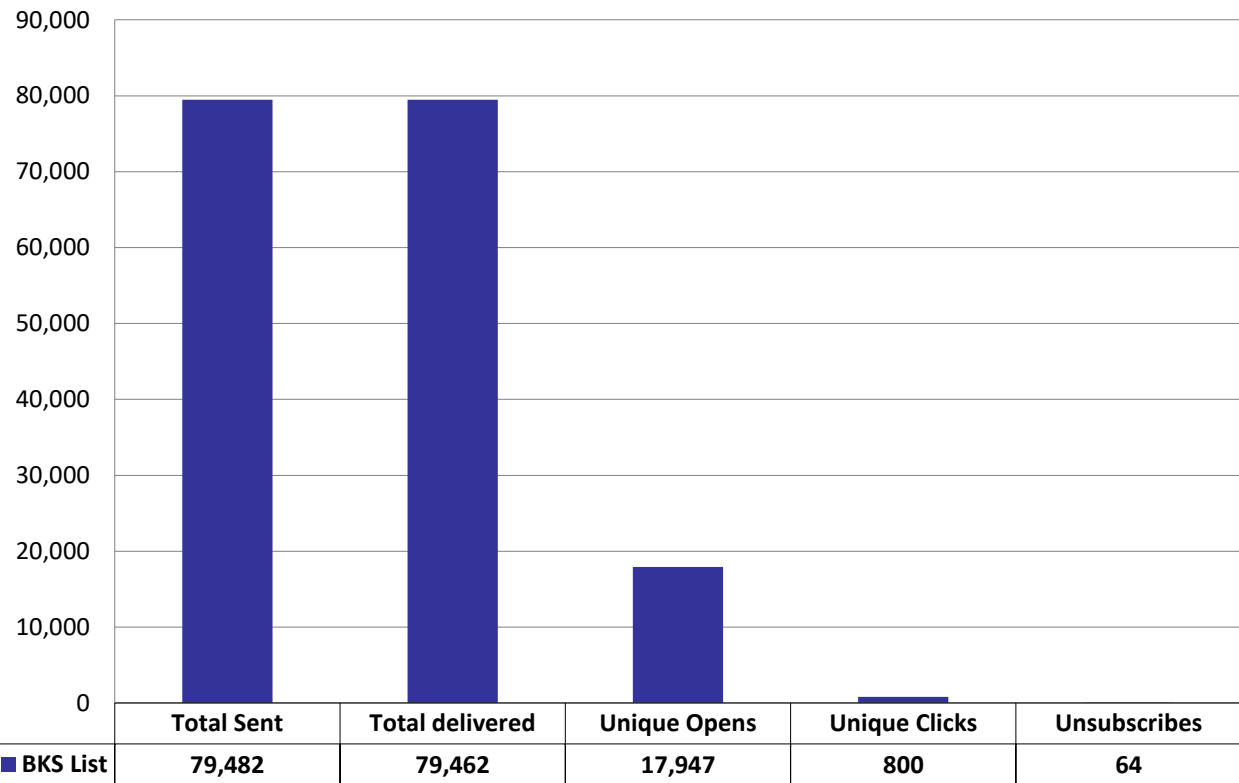
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The Perfect Gift for Every Trojan! - 11/01/2018





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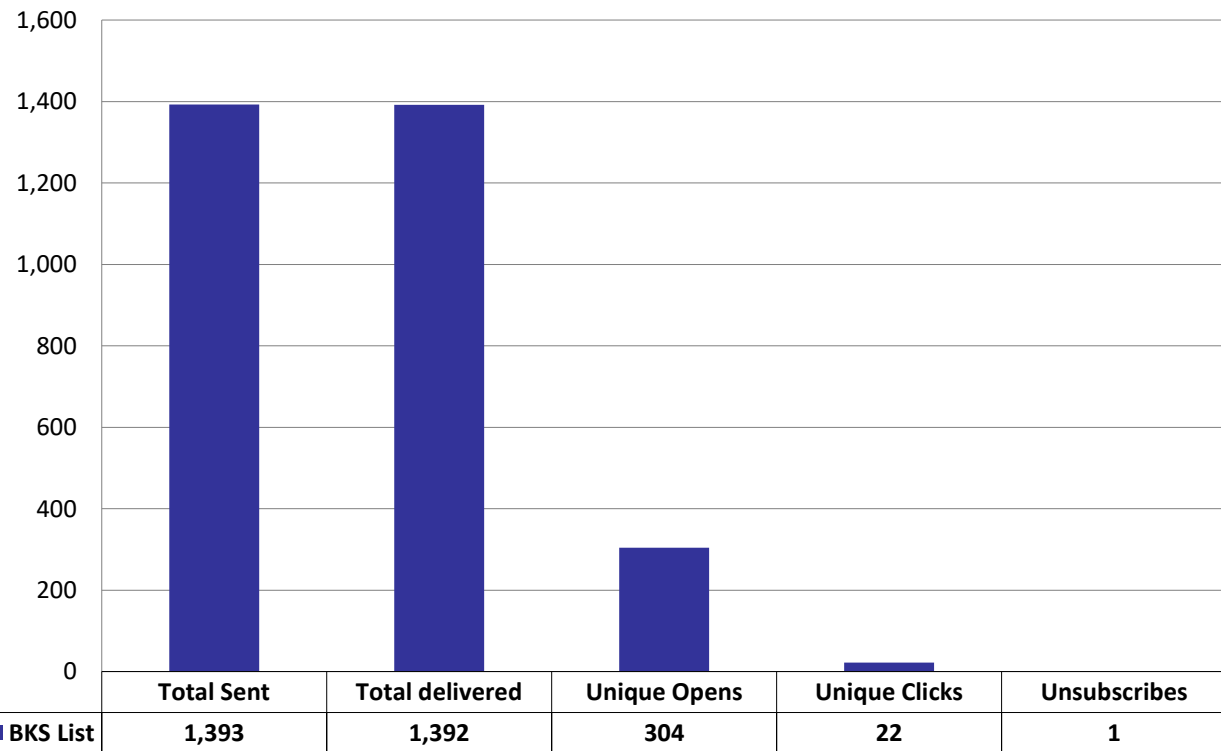
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Nike Sale 50% OFF - 11/02/2018





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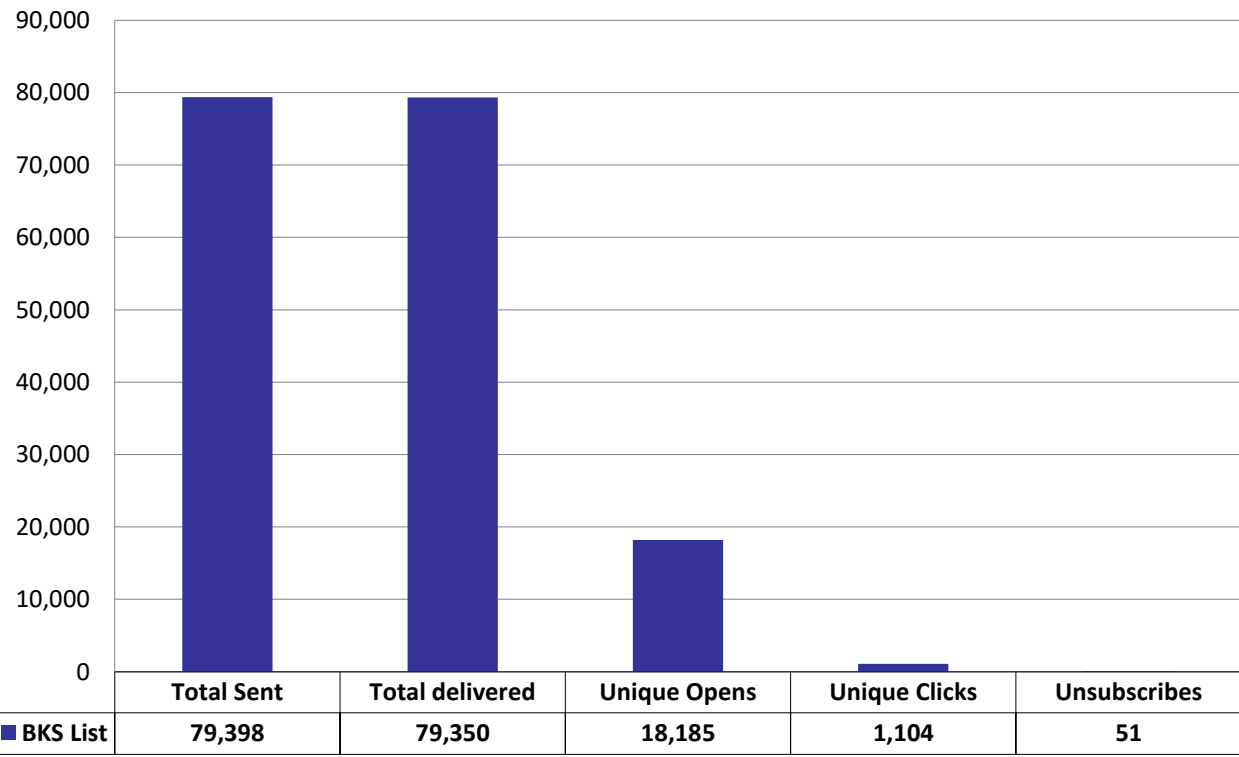
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New looks for football season! - 11/06/2018





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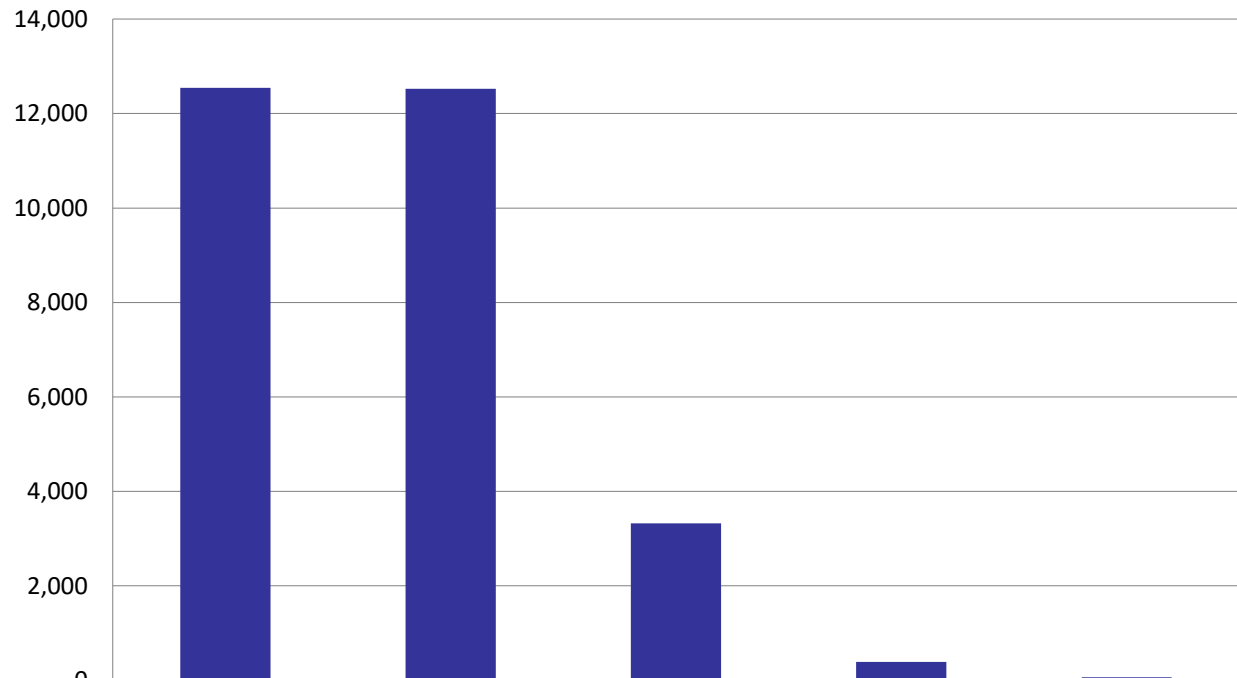
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Apple® Tax Free Day! Reservations end 11.09.18 - 11/07/2018



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
■ BKS List	12,548	12,527	3,325	391	61



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November 2018

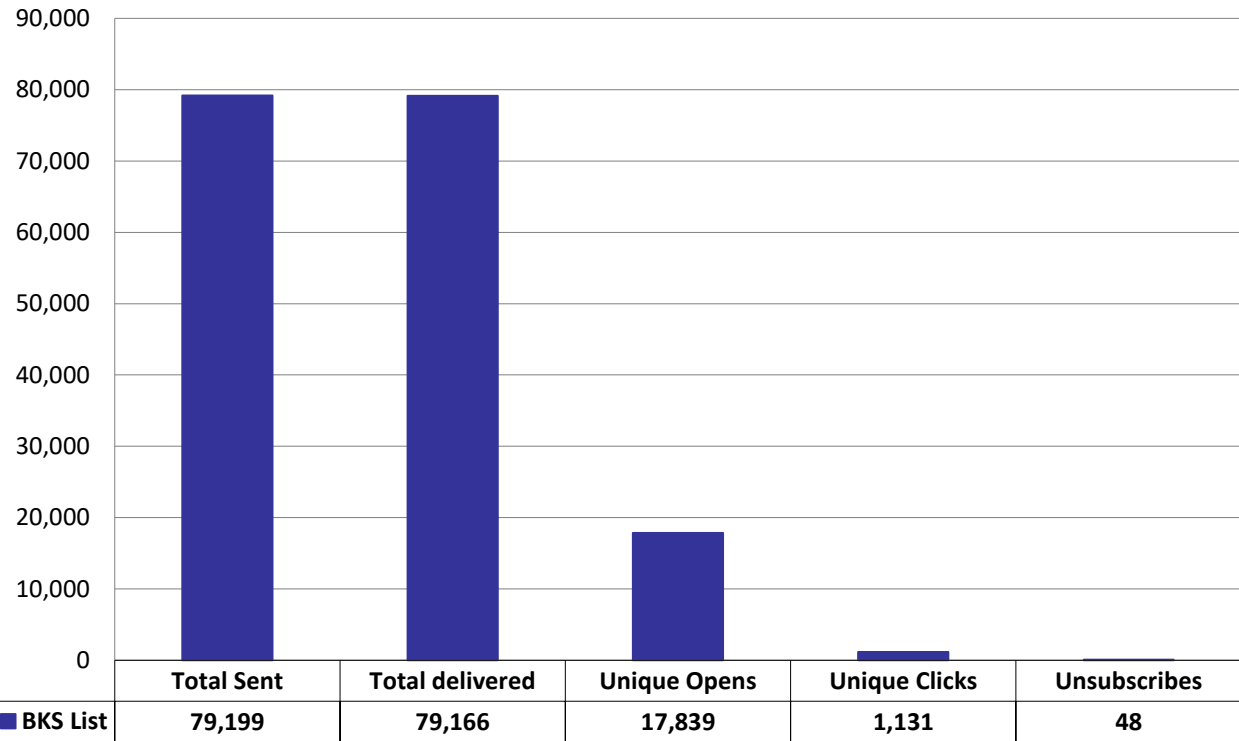
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Early Access to Black Friday Savings! - 11/19/2018





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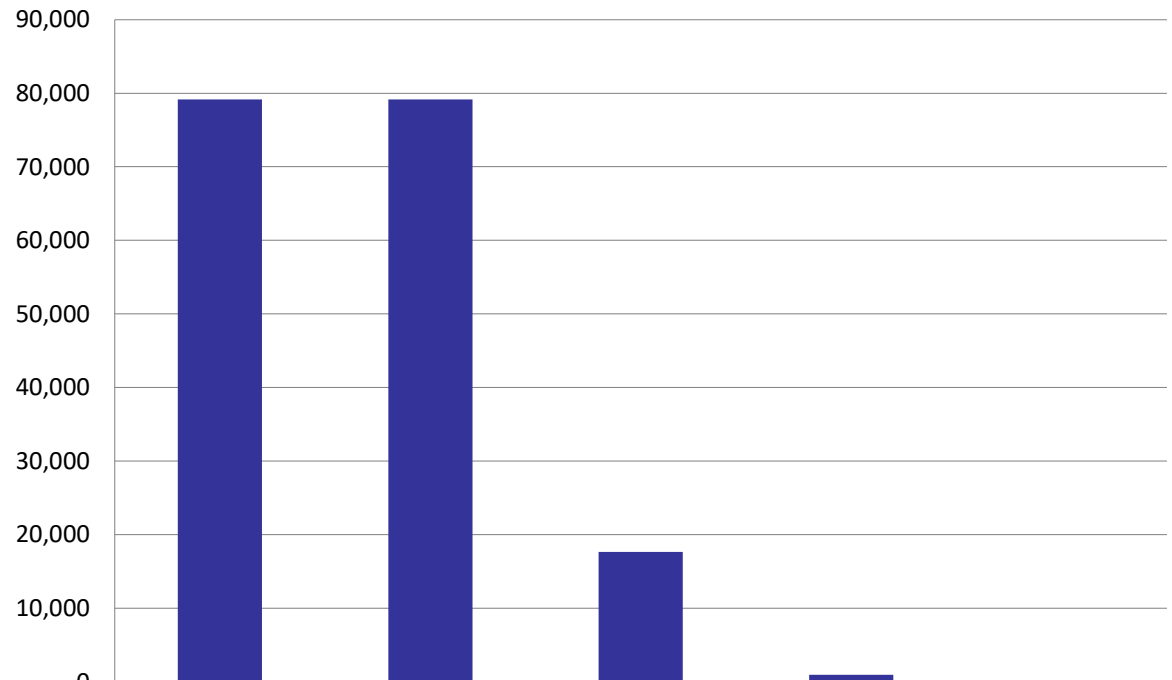
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Early Access to Black Friday Savings! - 11/19/2018



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
■ BKS List	79,164	79,144	17,650	940	47



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November 2018

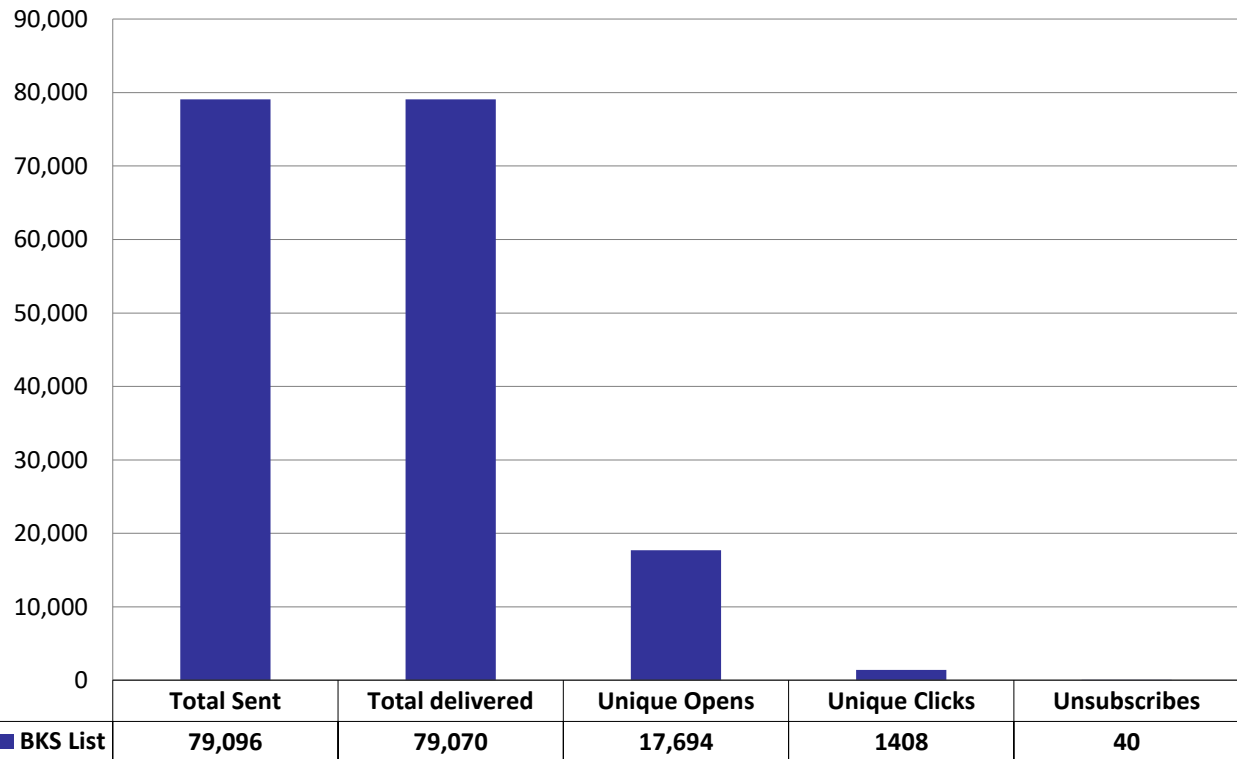
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USC Bookstores Black Friday Sale! - 11/21/2018





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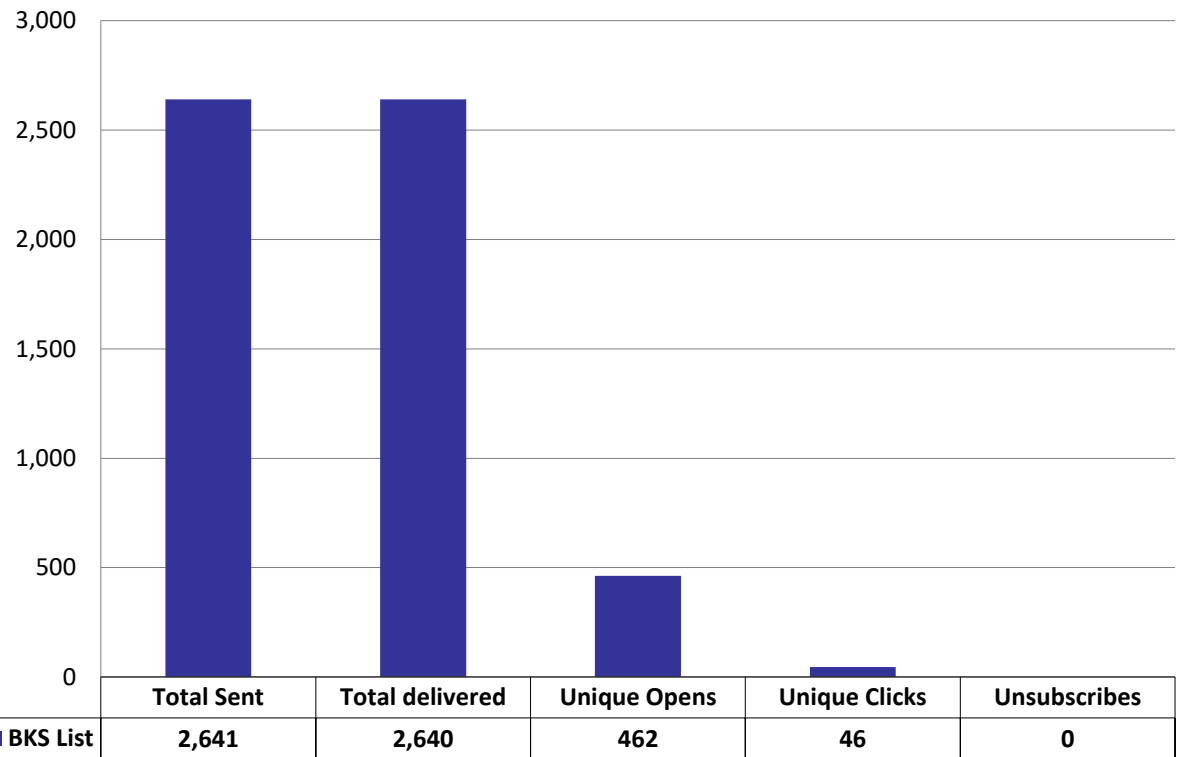
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TODAY ONLY! SC Trojan Town Black Friday Sale - 11/23/2018





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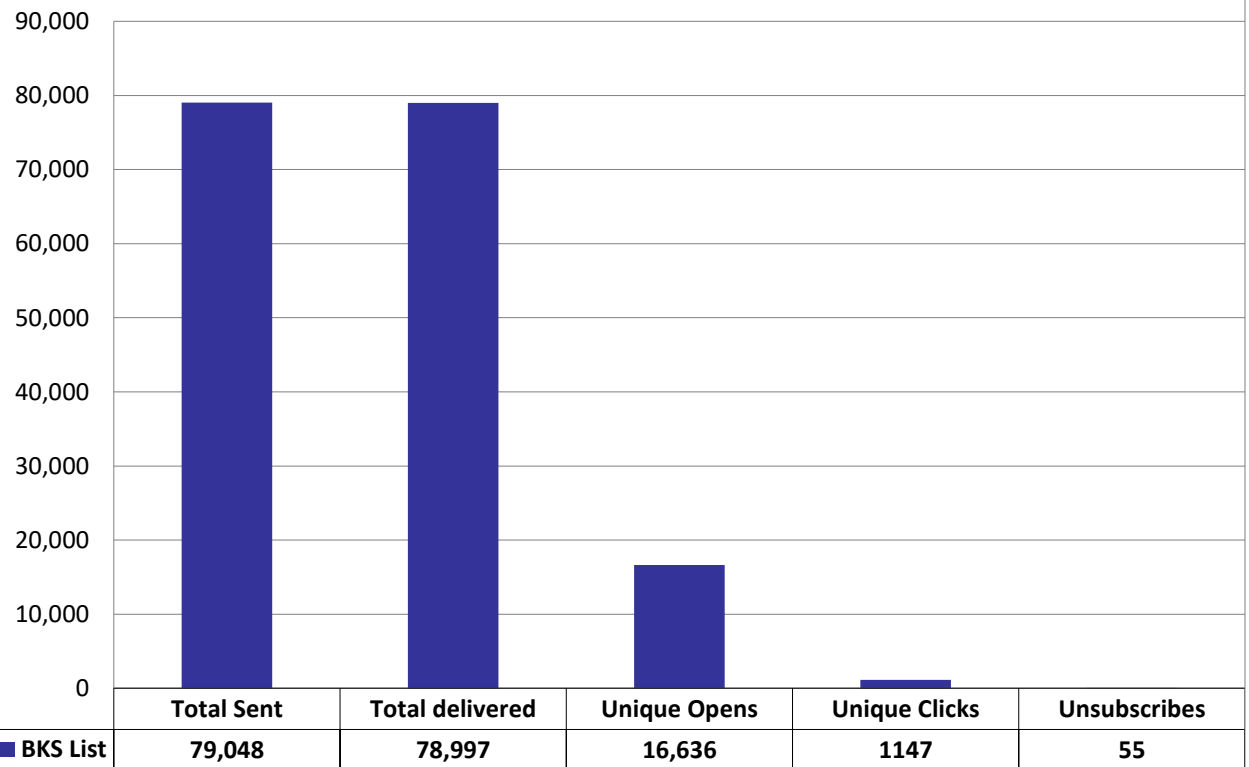
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USC Bookstores Black Friday Sale - Ending Soon! - 11/23/2018





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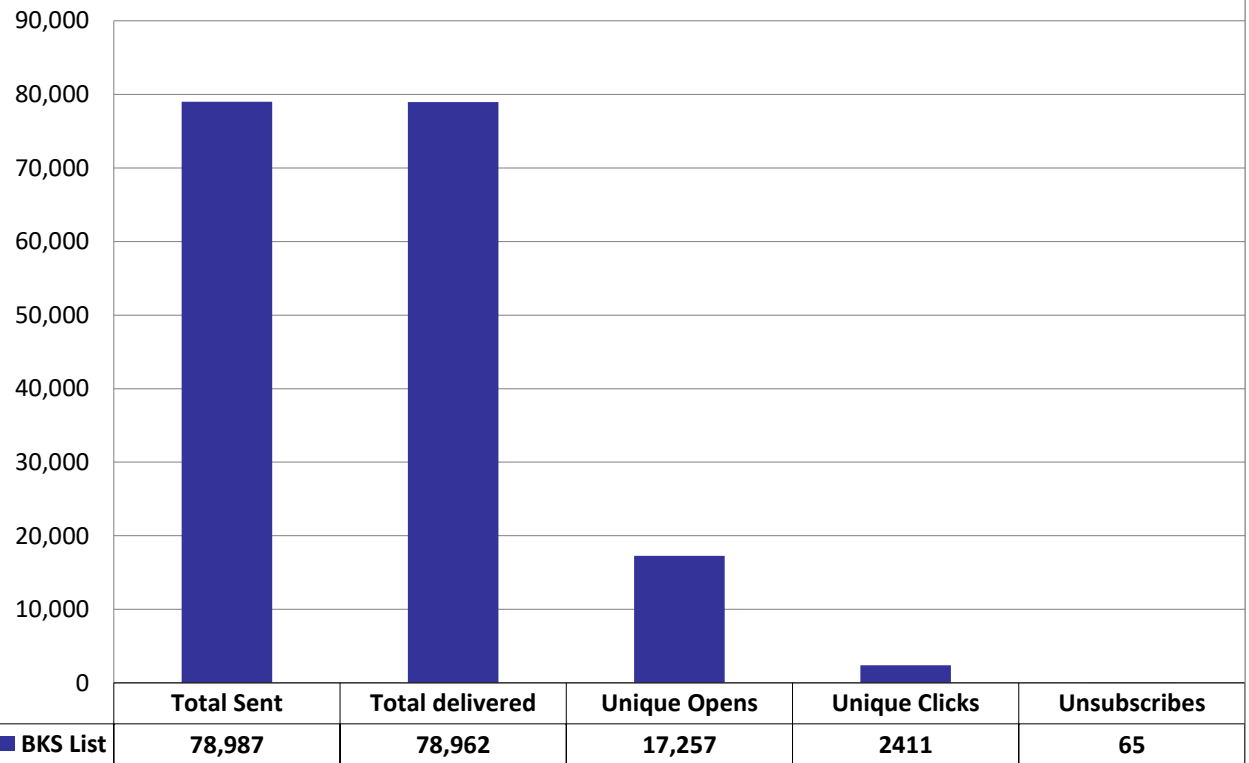
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USC Cyber Monday Special! - 11/26/2018





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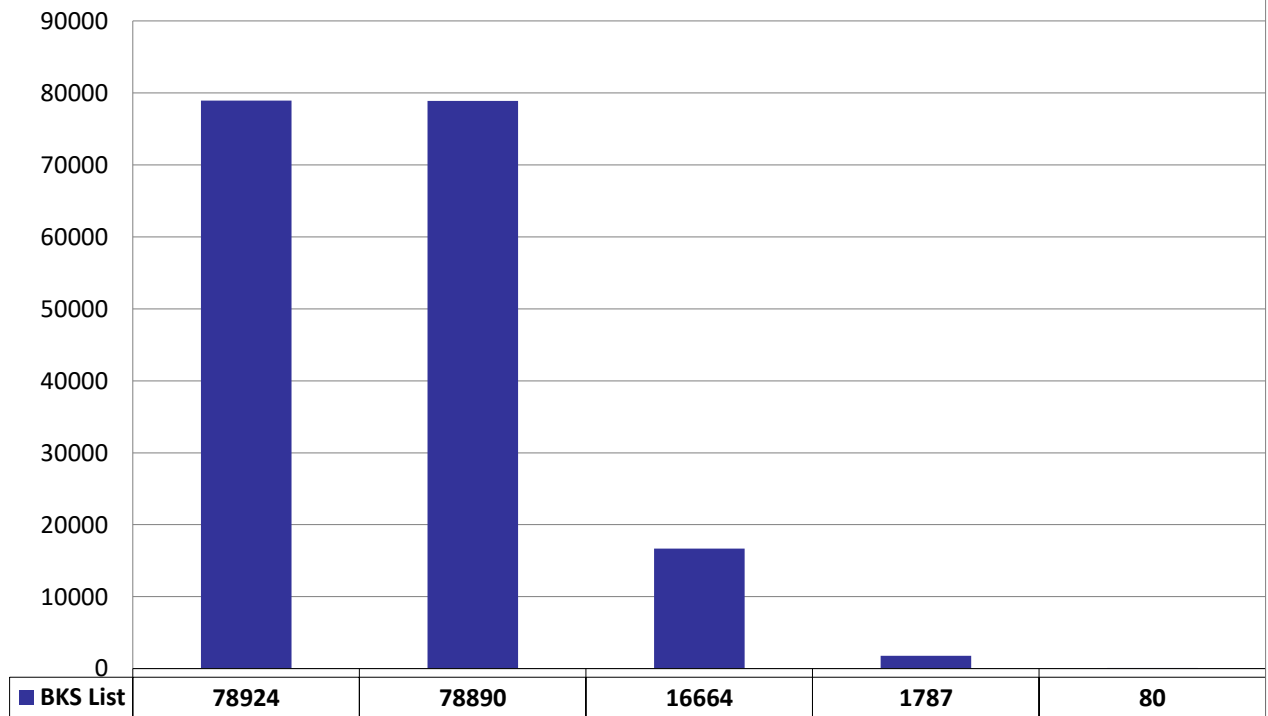
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30% OFF ENDS SOON - Grab Gifts For The Whole Family - 11/26/2018





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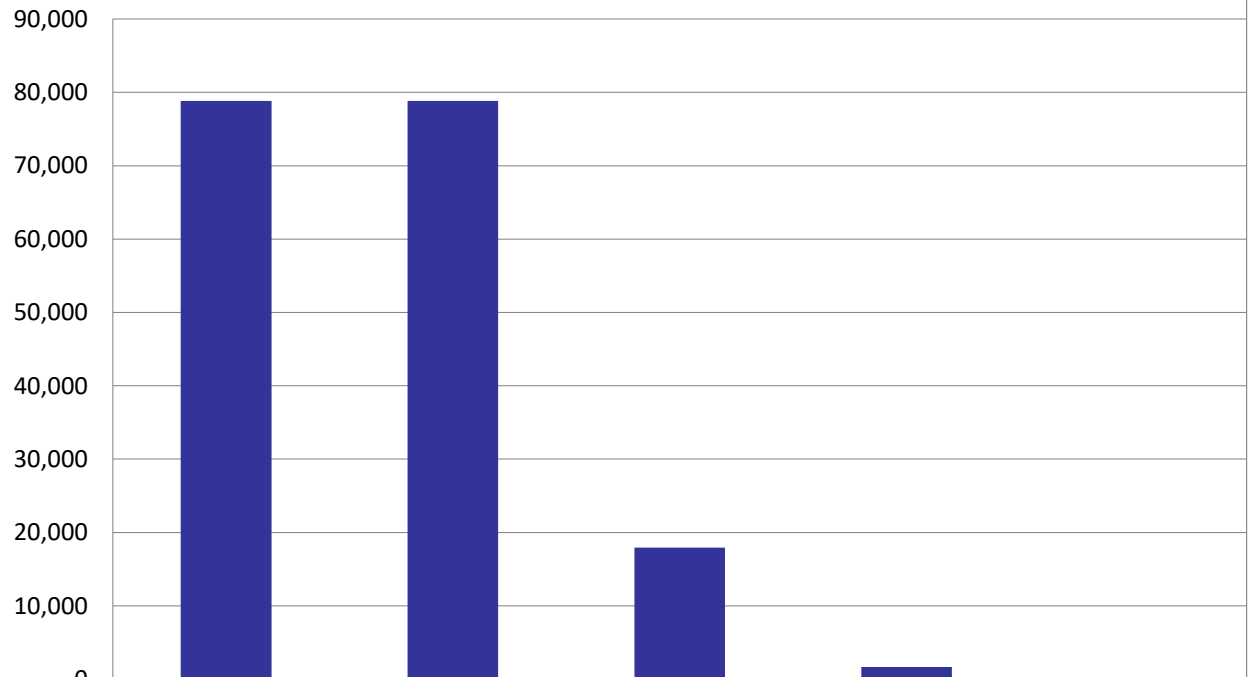
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Must-Have USC Winter Wear - 11/27/2018



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
■ BKS List	78,834	78,816	17,917	1,665	97



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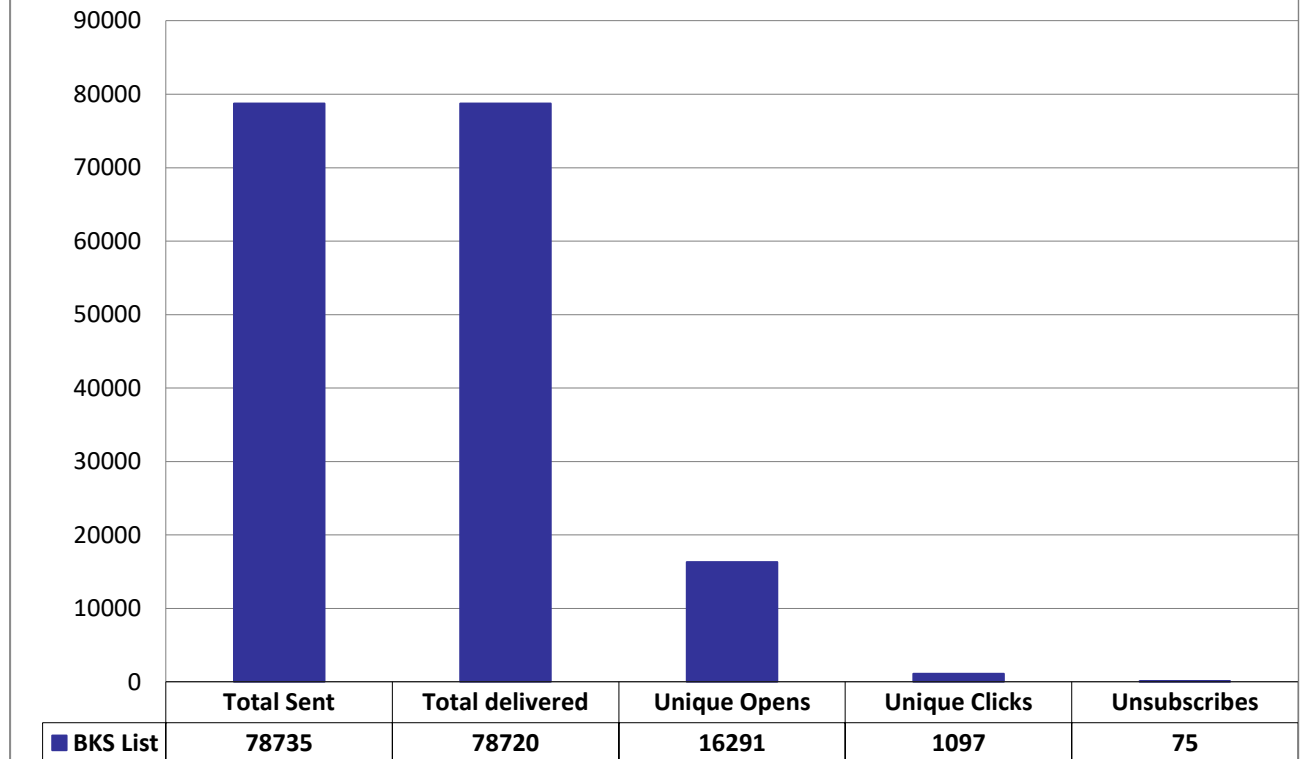
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Troy to the World! - 11/28/2018





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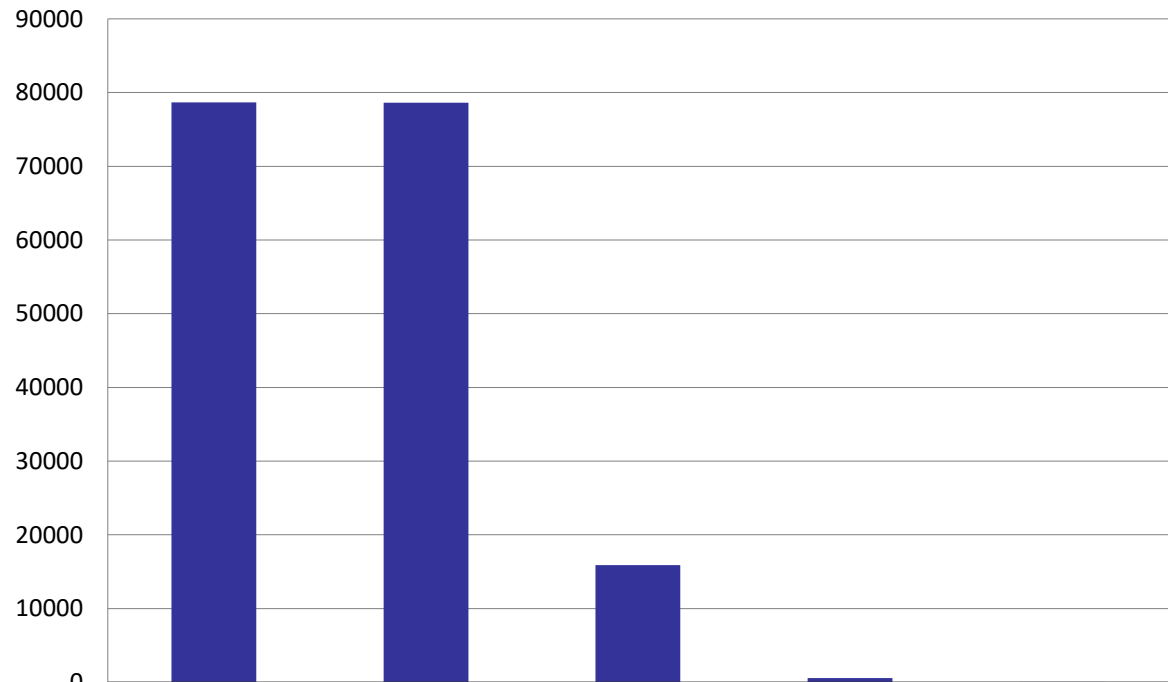
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Gnome for the Holidays! - 11/29/2018



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
■ BKS List	78649	78637	15883	578	52



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November 2018

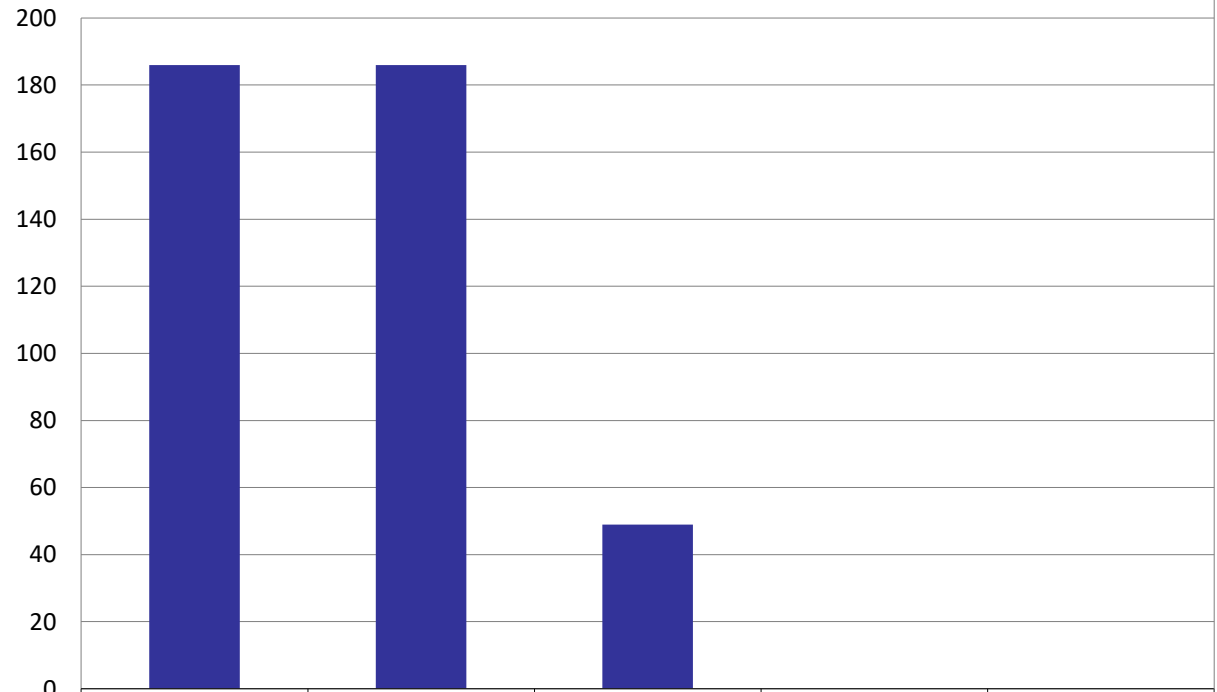
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On This Day In History at the Los Angeles Memorial Coliseum - 11/06/2018



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
COL List	186	186	49	0	0



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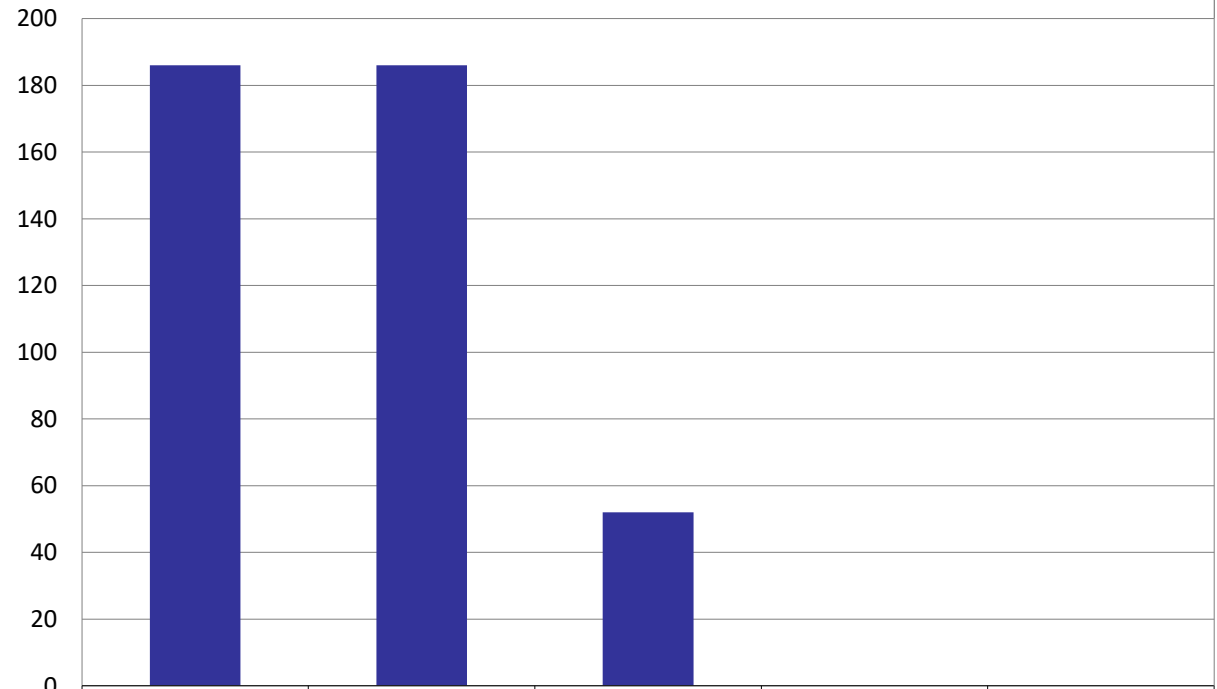
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On This Day In History at the Los Angeles Memorial Coliseum - 11/30/2018



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
COL List	186	186	52	0	0



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Email Campaign Reports

November 2018

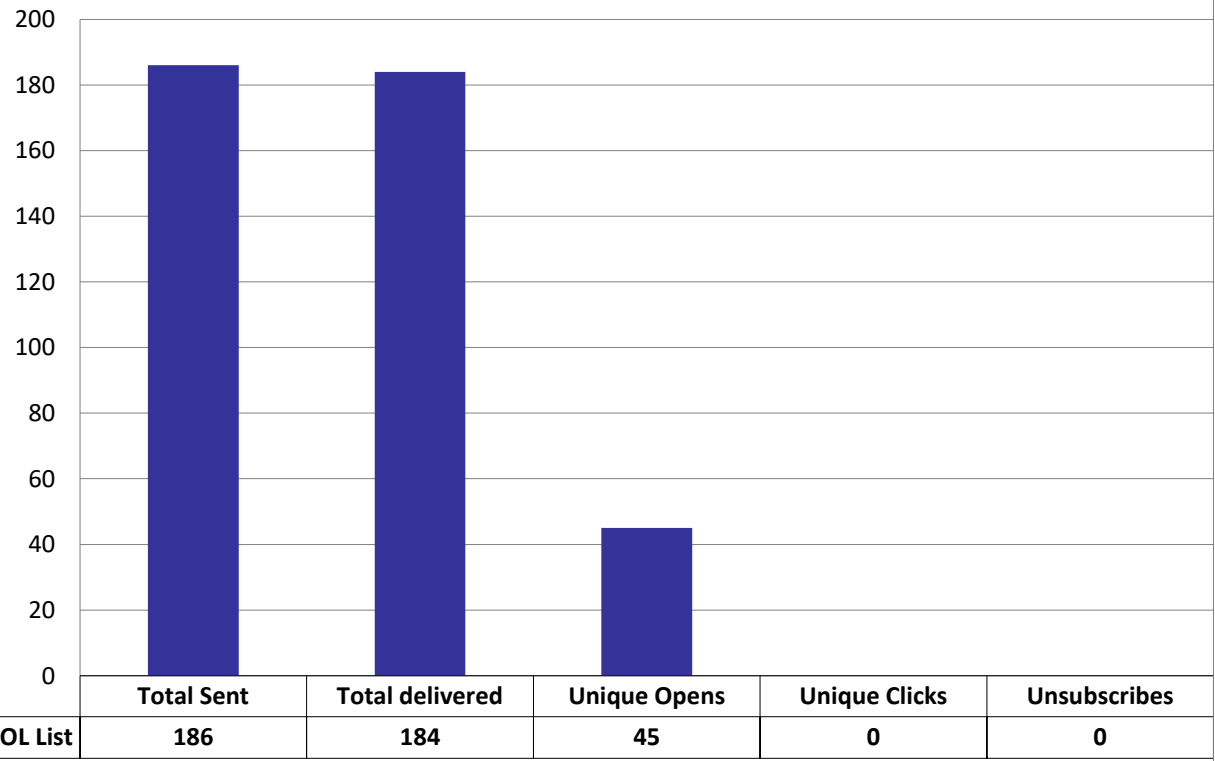
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On This Day In History at the Los Angeles Memorial Coliseum - 11/20/2018





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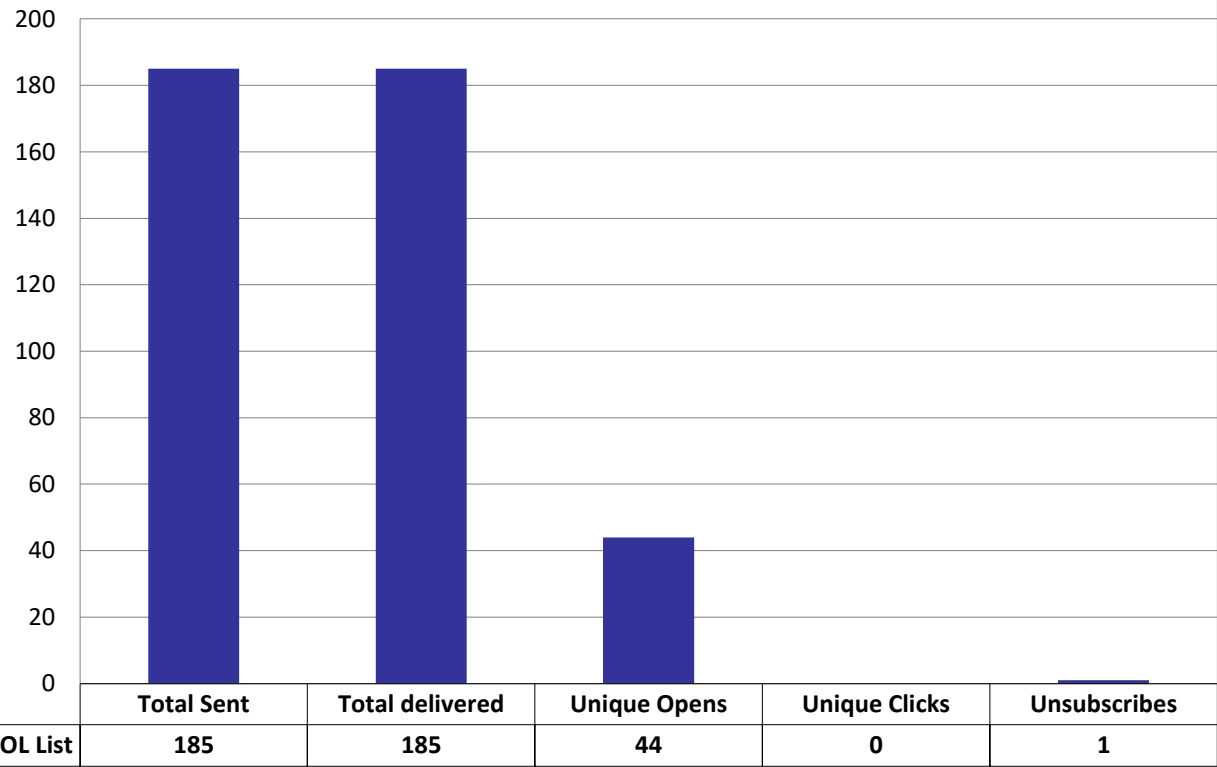
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On This Day In History at the Los Angeles Memorial Coliseum - 11/27/2018





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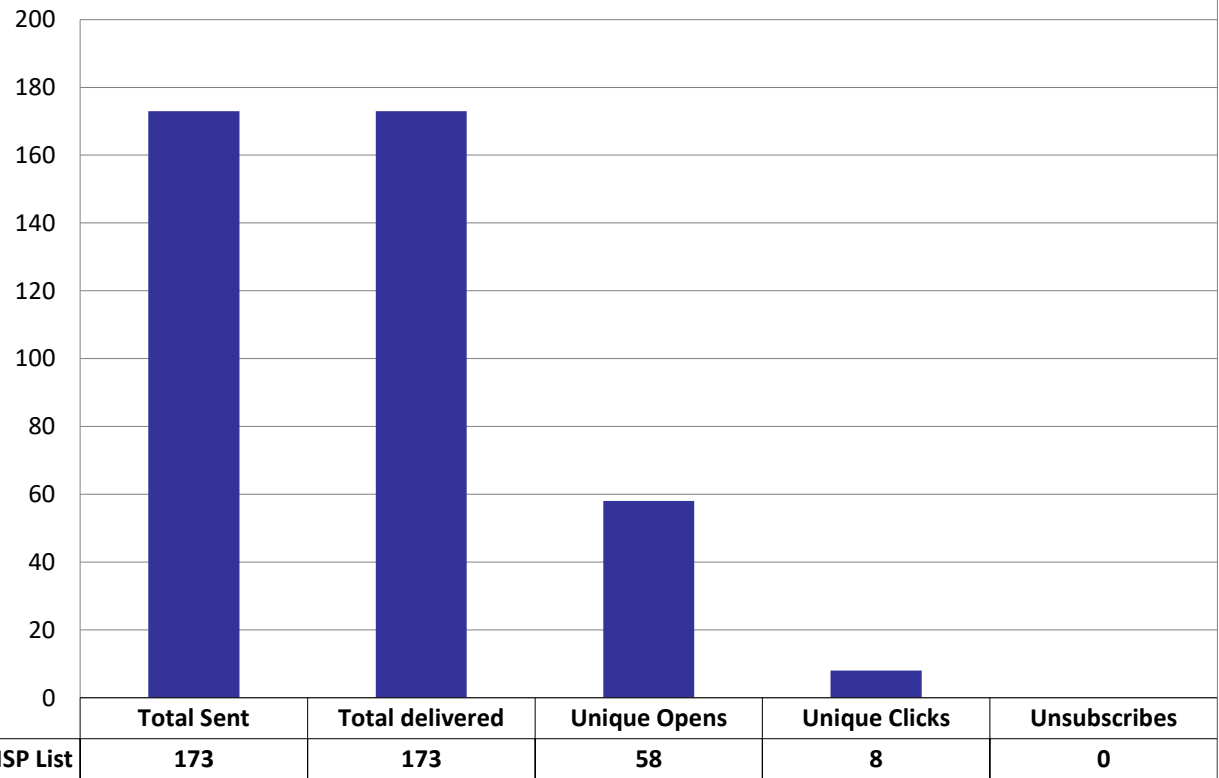
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Coming up at HSC: Sprinkles & Leafy Greens - 11/05/2018





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Email Campaign Reports

November 2018

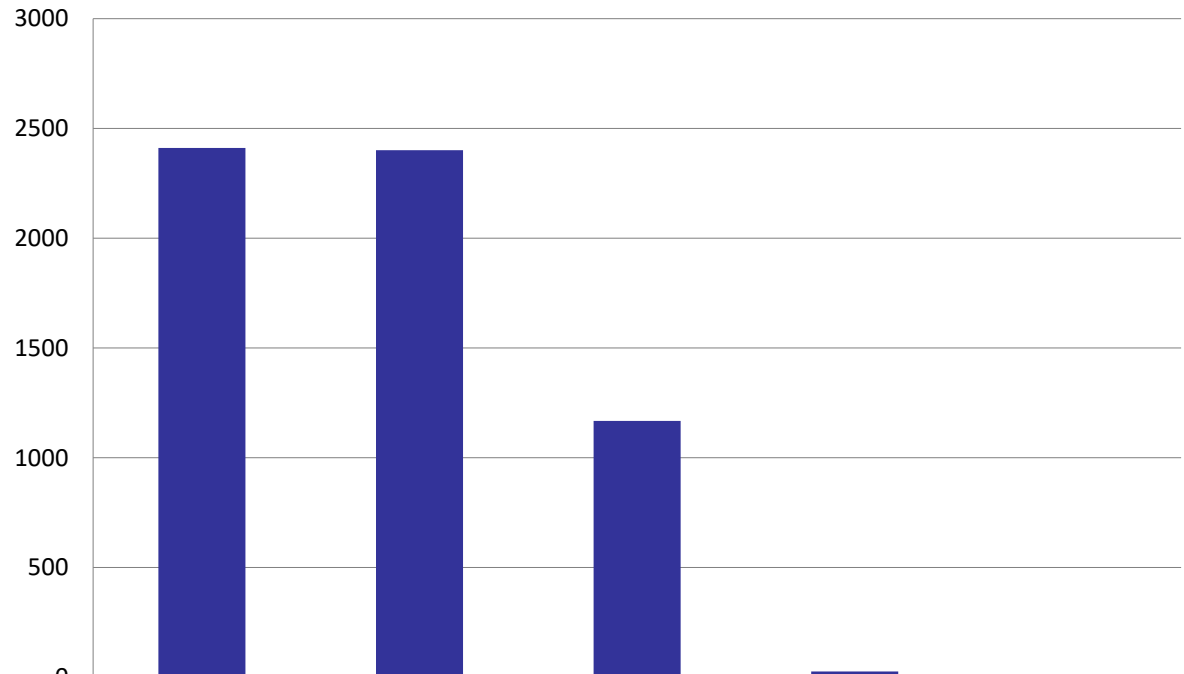
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Korean BBQ takes over Verde this week! - 11/05/2018



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
HSP List	2411	2401	1168	26	5



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November 2018

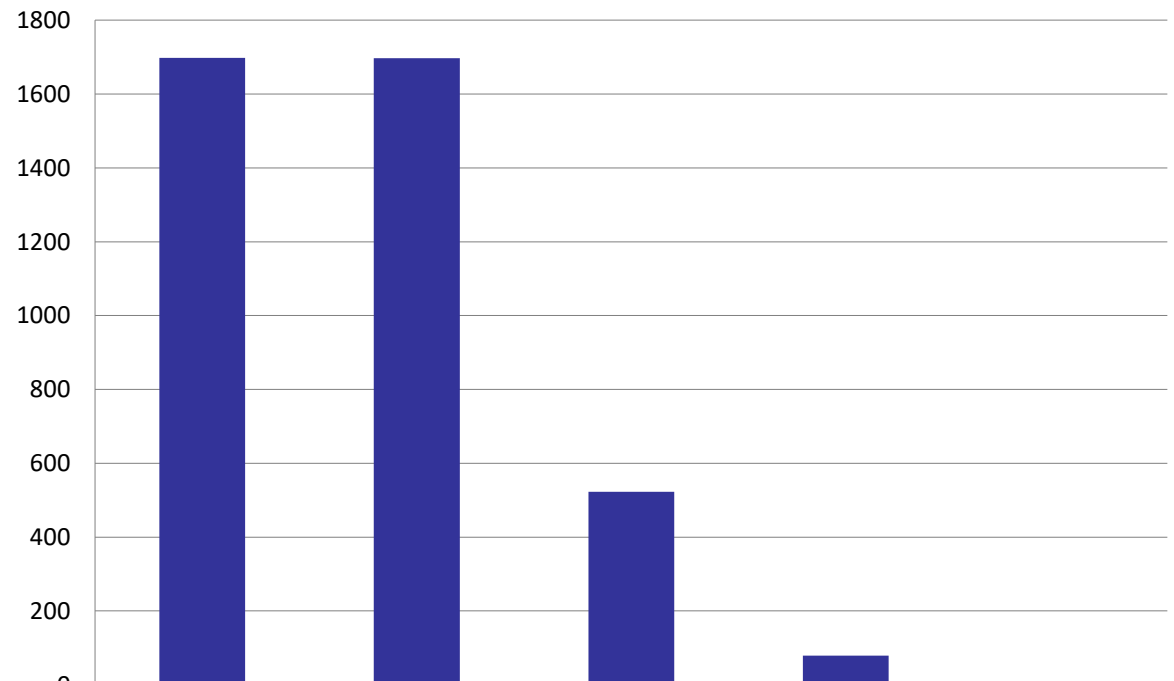
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This Week - November 6, 2018 - 11/06/2018



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
■ HSP List	1698	1697	523	79	1



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November 2018

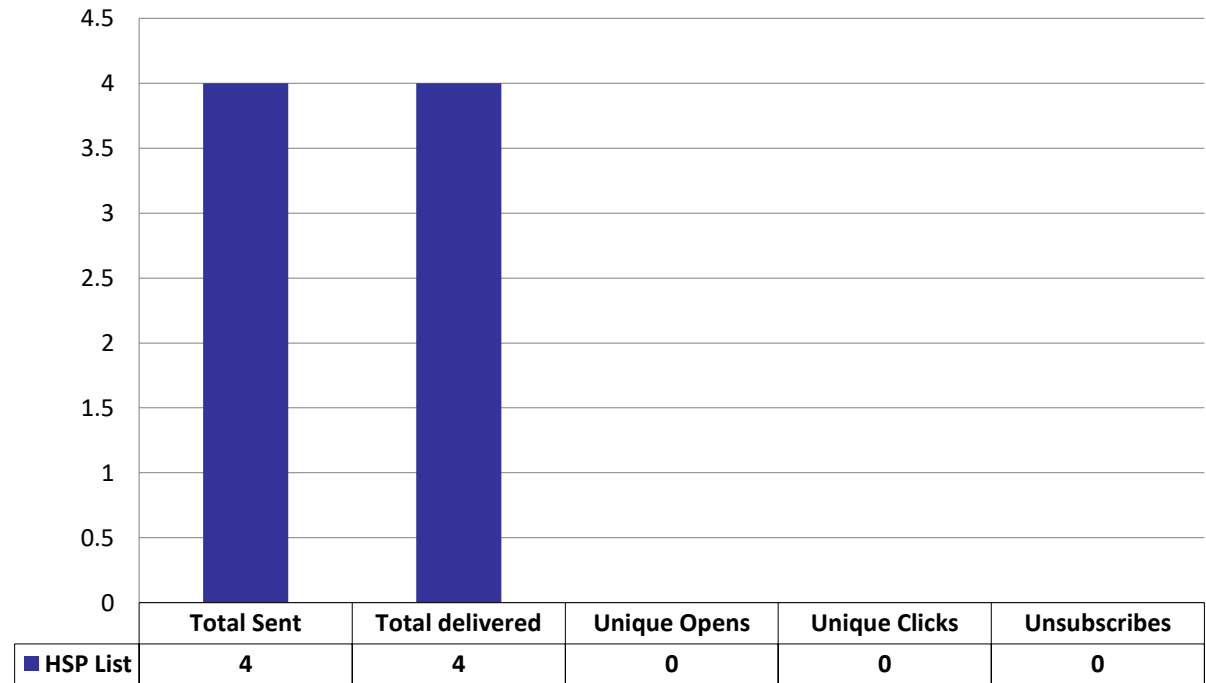
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TEST EMAIL - USC Residential Dining - Reminder survey ends soon! -
11/06/2018





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November 2018

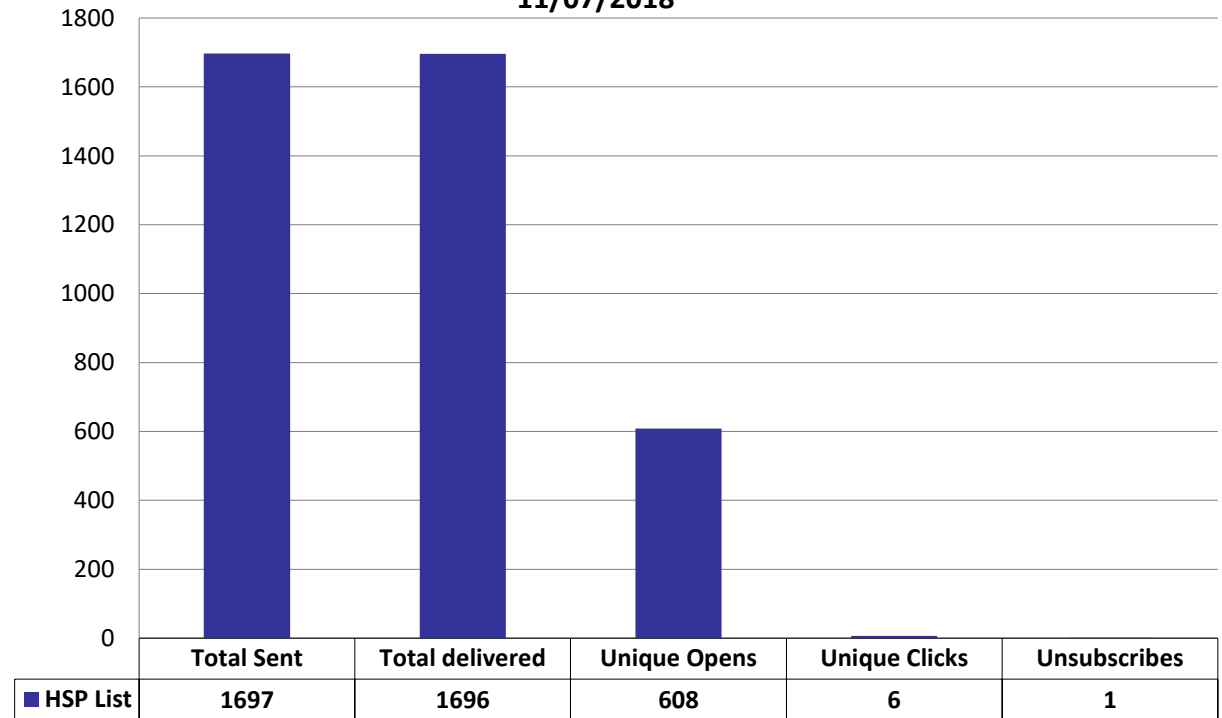
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University Club - Thanksgiving To-Go Menu on the Buffet Tomorrow -
11/07/2018





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November 2018

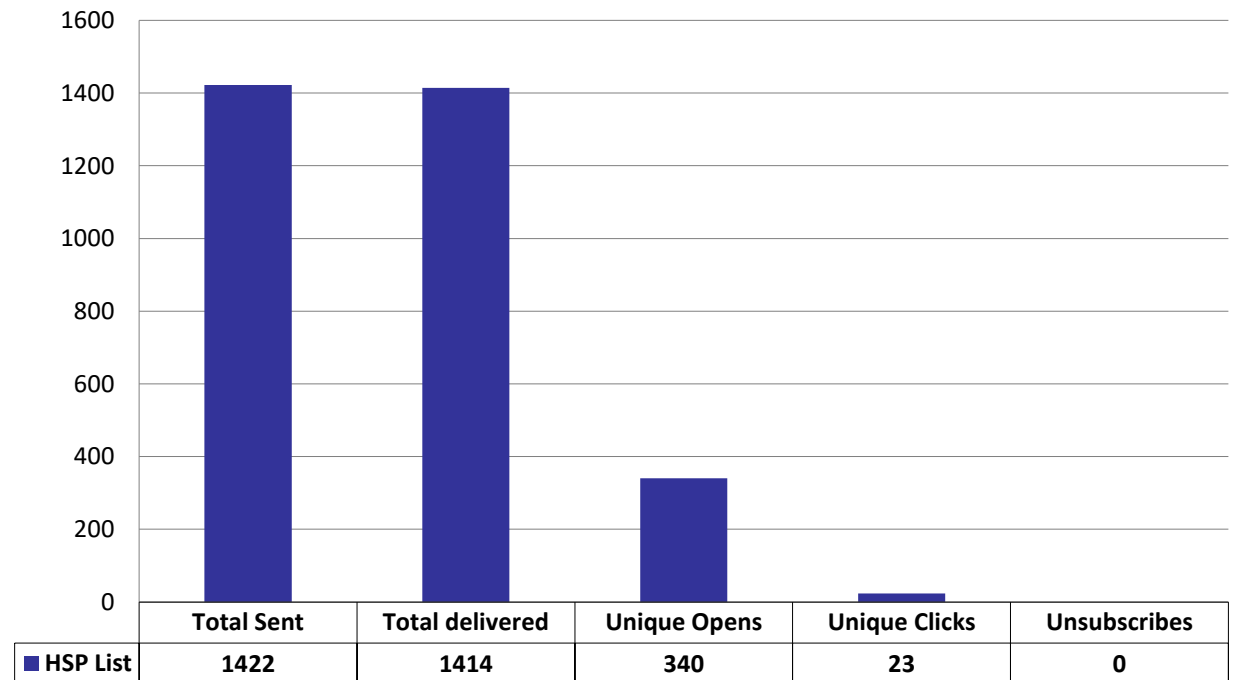
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Welcome Home! Everything you need to know for Game Day. - 11/08/2018





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November 2018

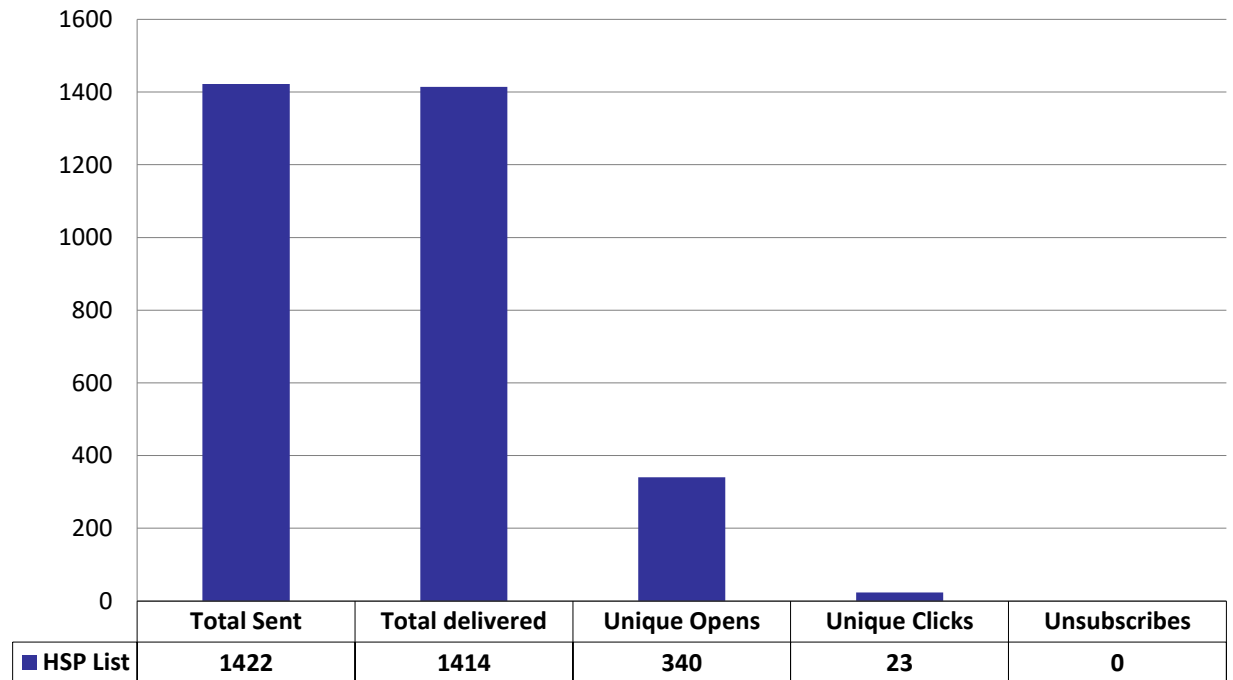
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Welcome Home! Everything you need to know for Game Day. - 11/08/2018





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November 2018

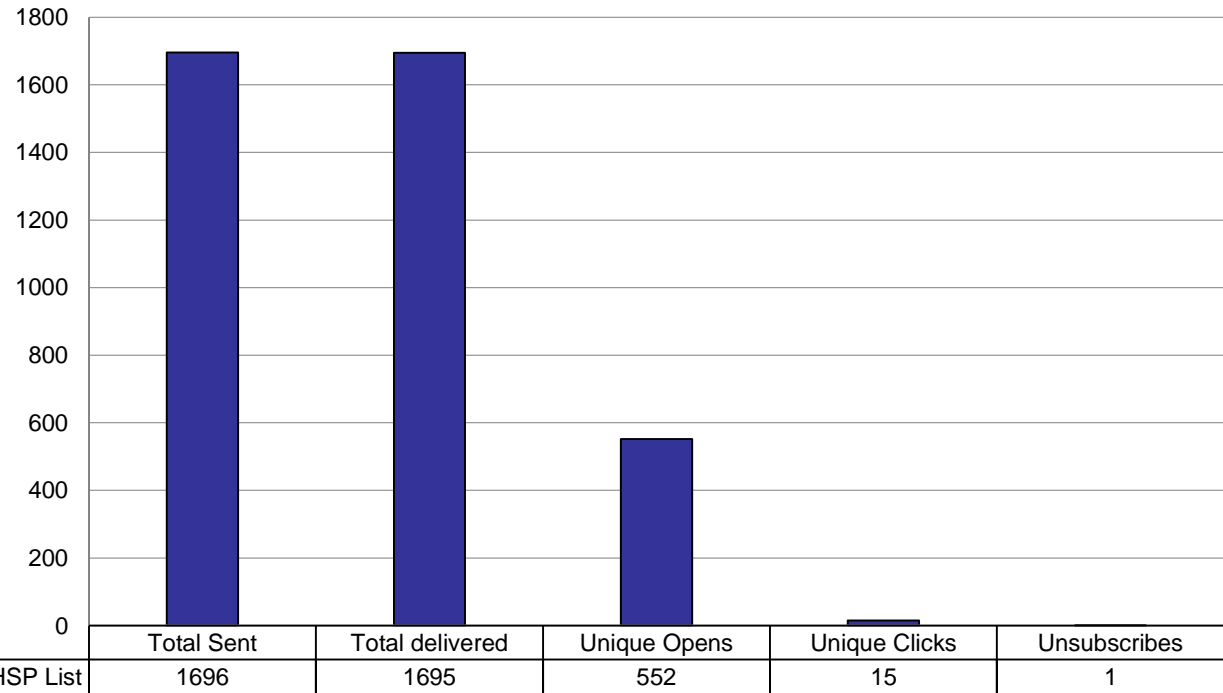
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Invitation to Meet, Mingle and Chat - November 12th - 11/08/2018





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November 2018

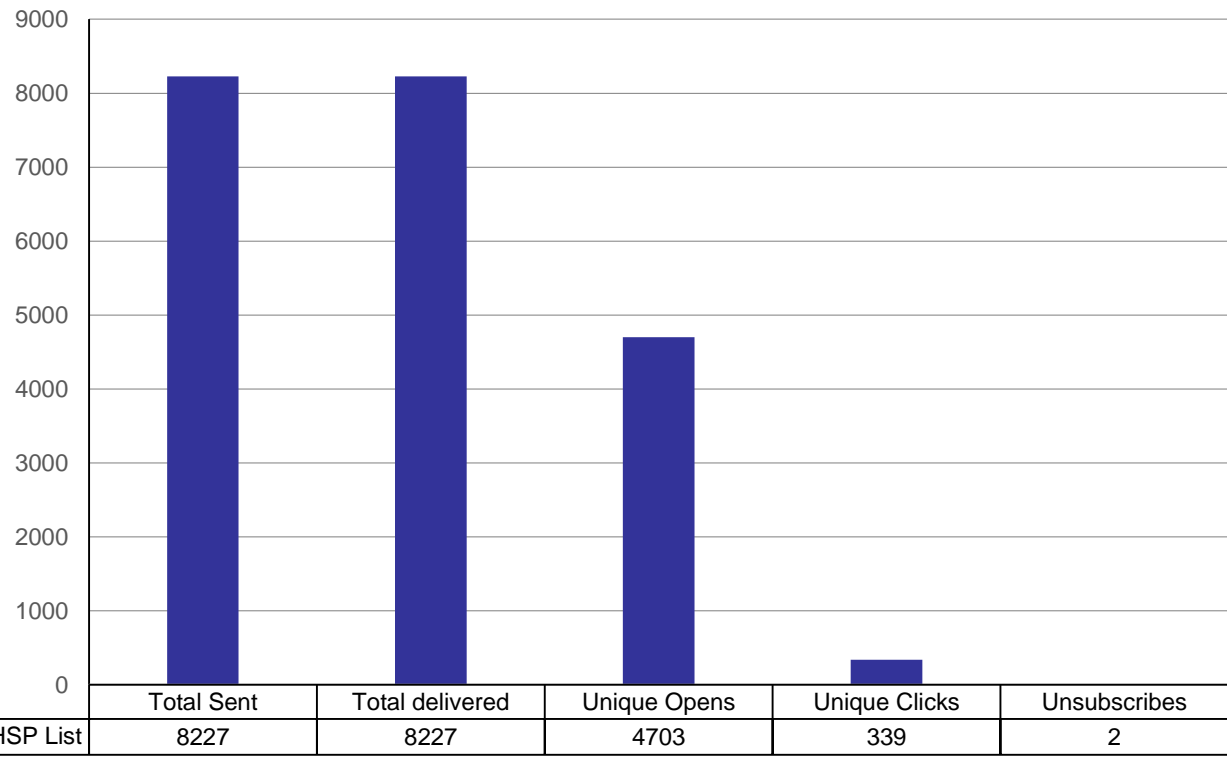
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USC Residential Dining - Reminder survey ends soon! - 11/08/2018





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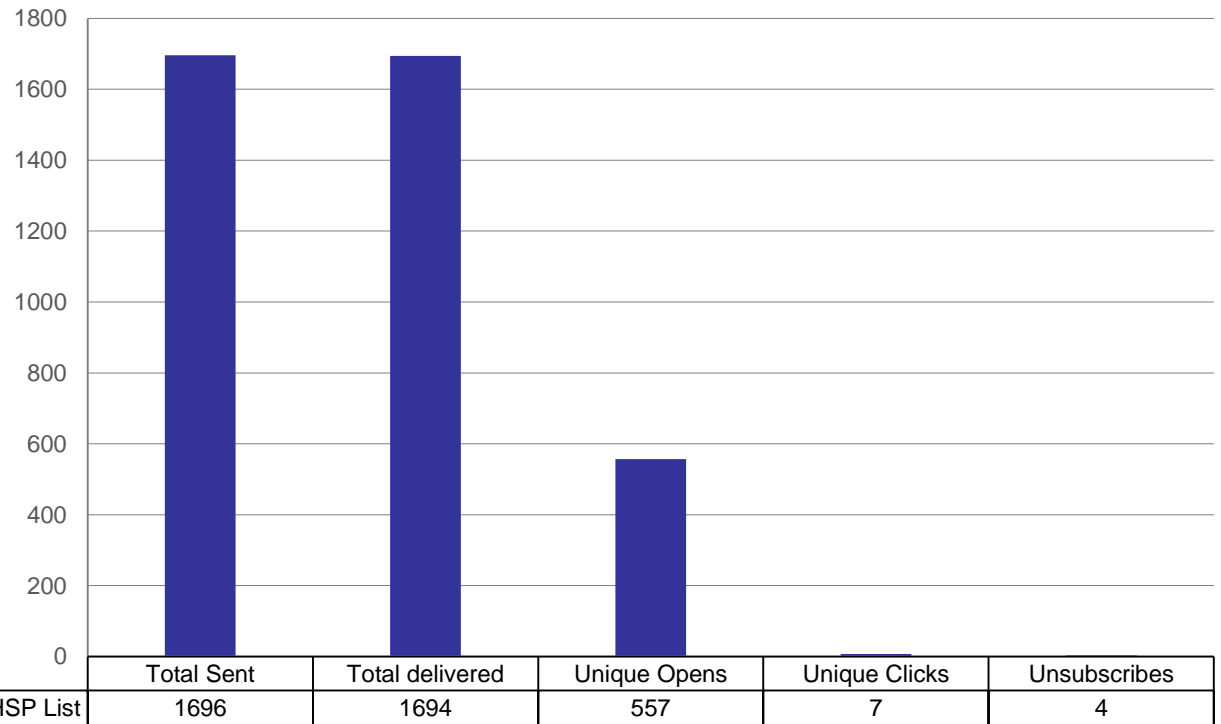
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Homecoming Football Buffet this Saturday at the University Club -
11/08/2018





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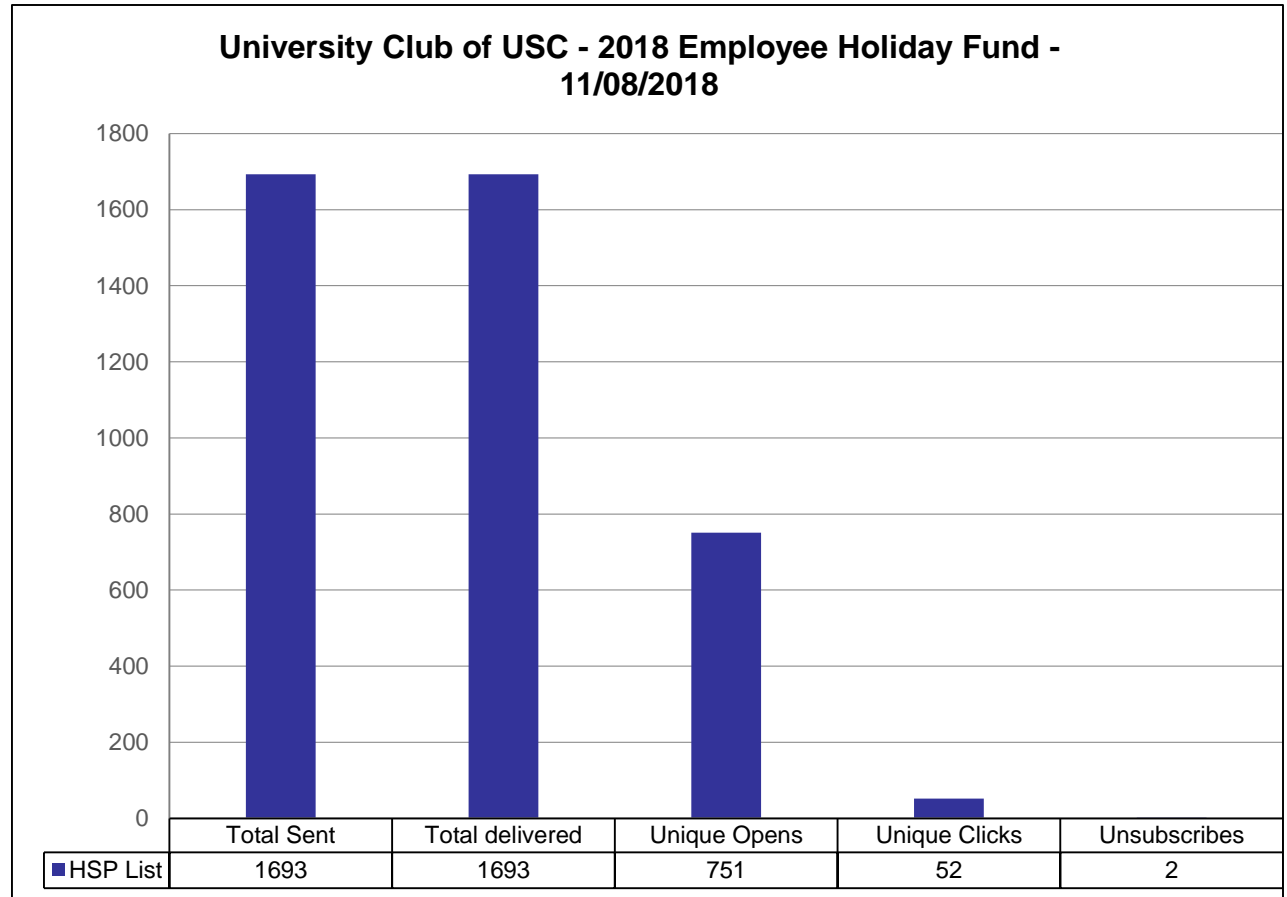
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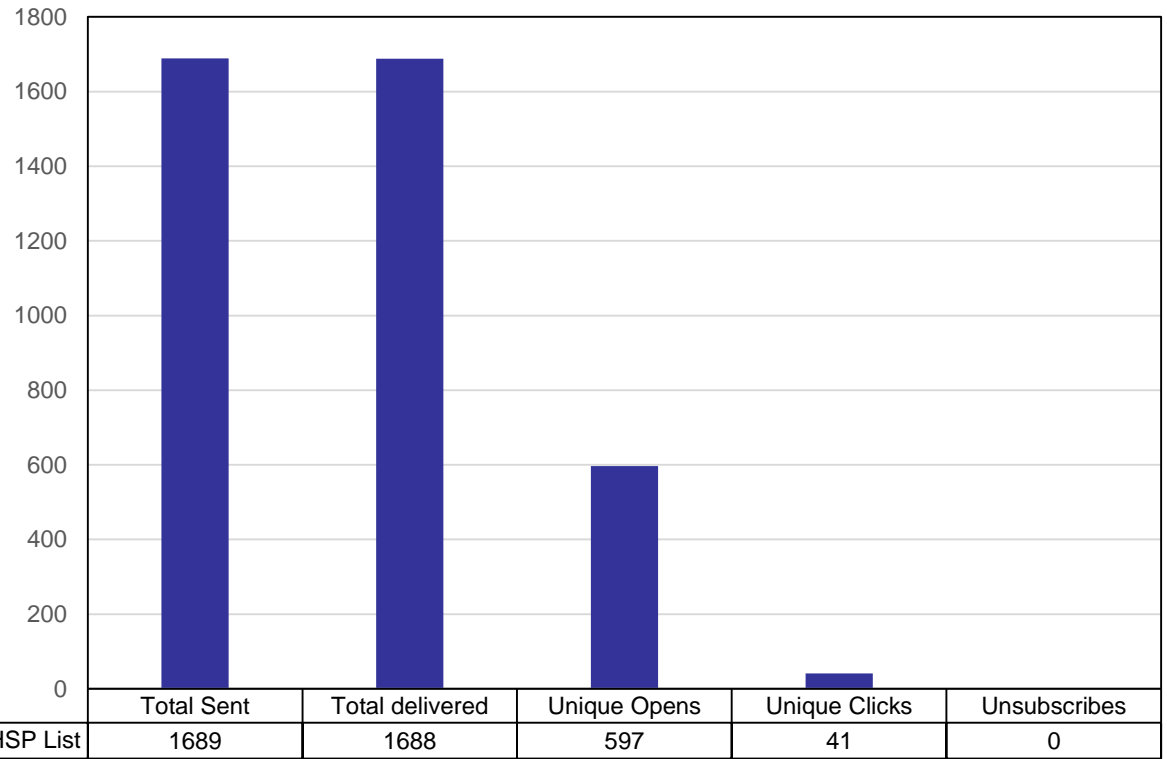
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Updated Link for 2018 Employee Holiday Fund -
11/09/2018





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November 2018

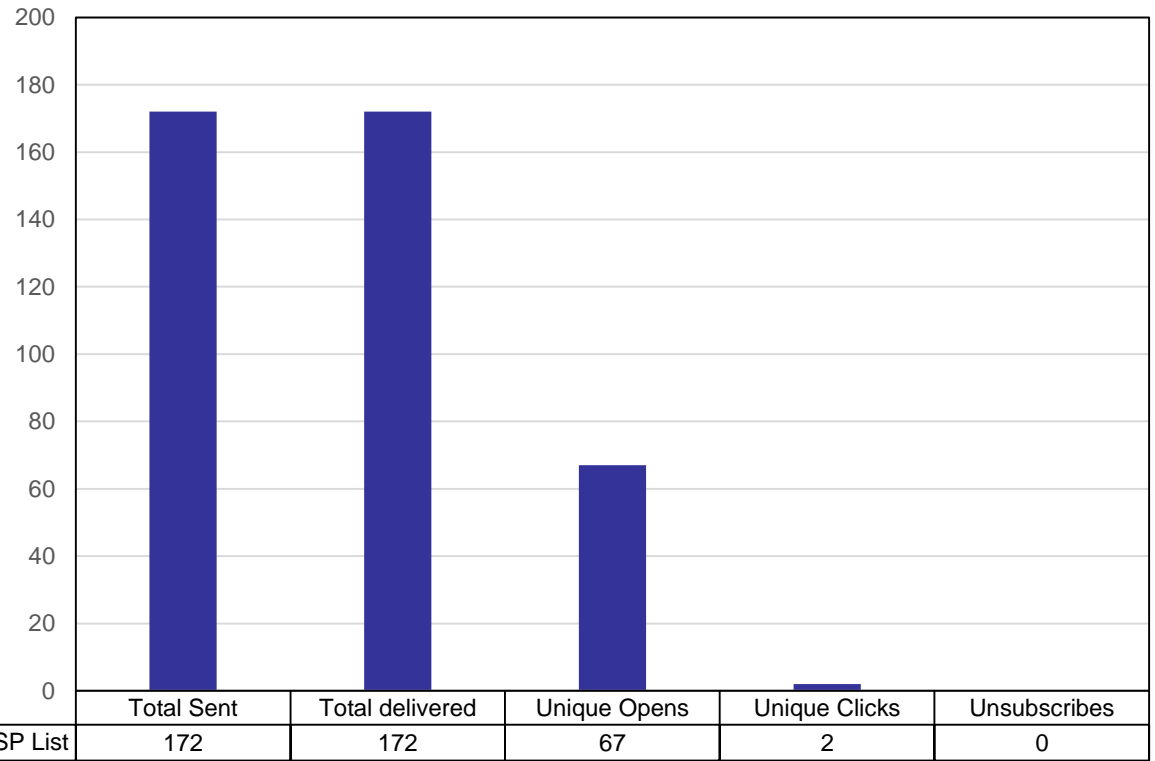
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Coming up at HSC: Pastries at Plaza & Sandwiches at Soto! - 11/09/2018





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November 2018

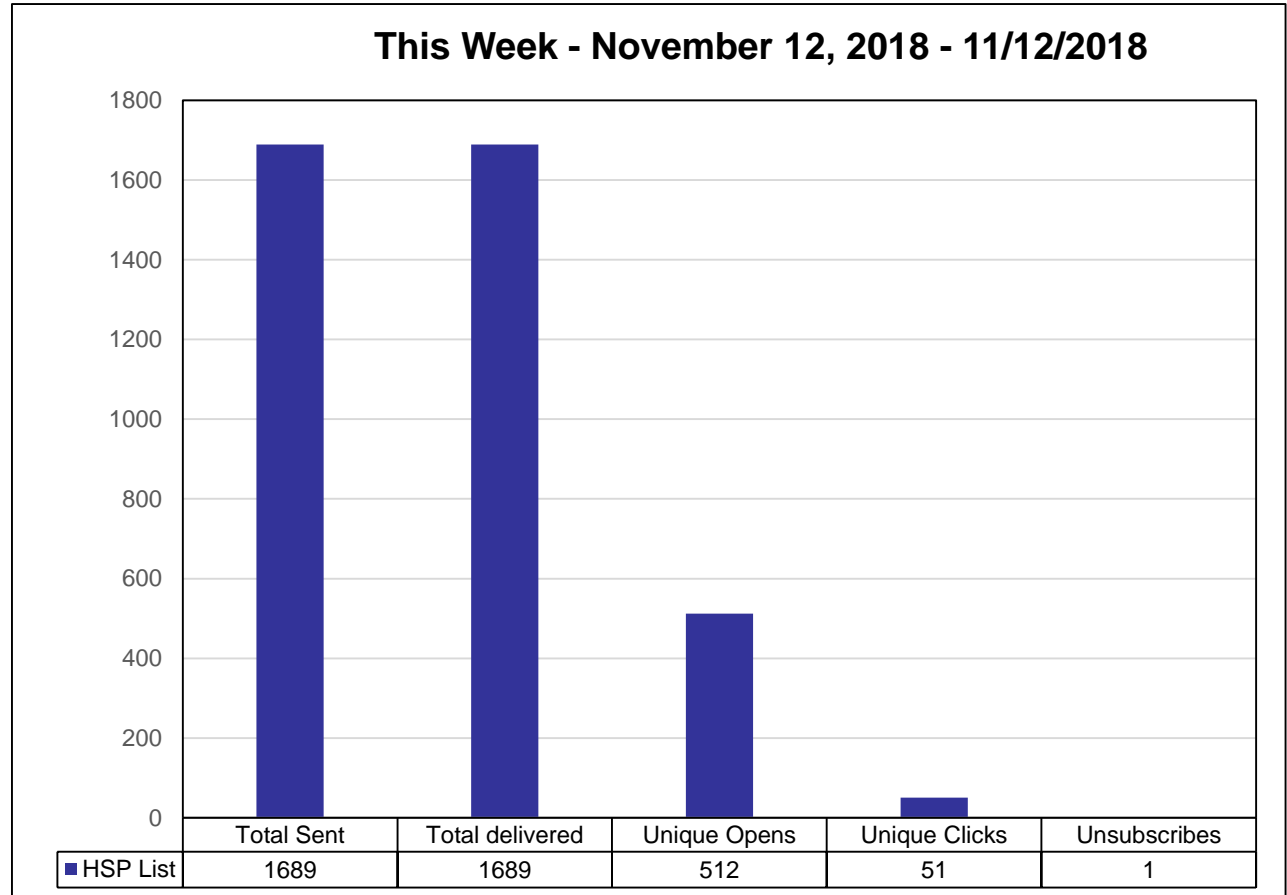
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This Week - November 12, 2018 - 11/12/2018





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November 2018

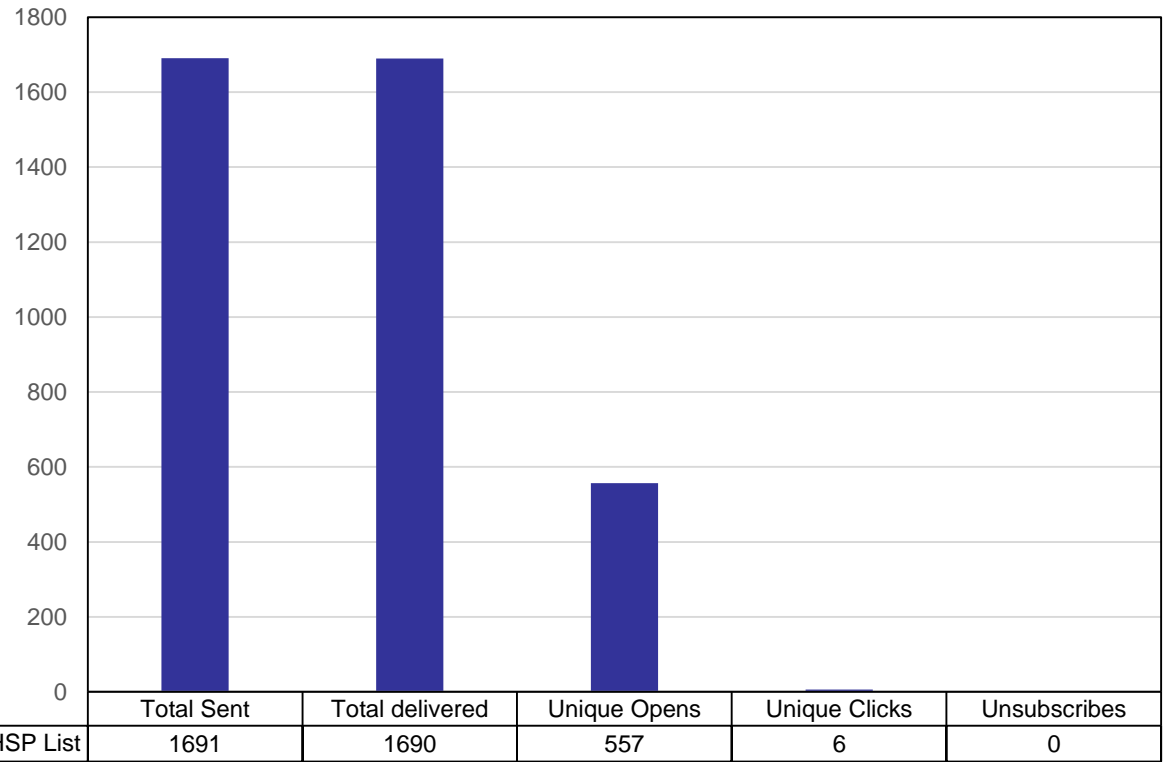
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Order by Tomorrow at 2pm- Thanksgiving To-Go Menu -
11/15/2018





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Email Campaign Reports

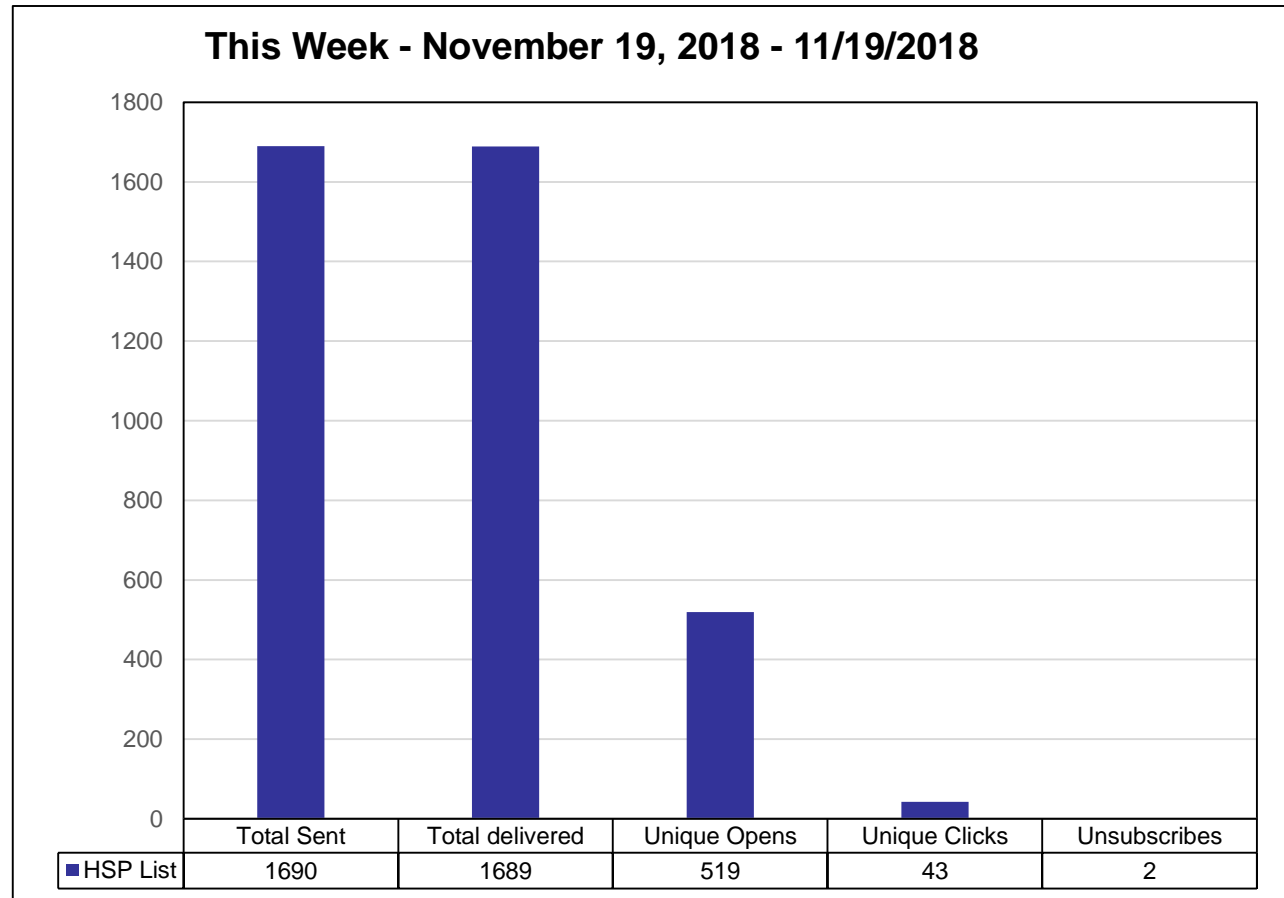
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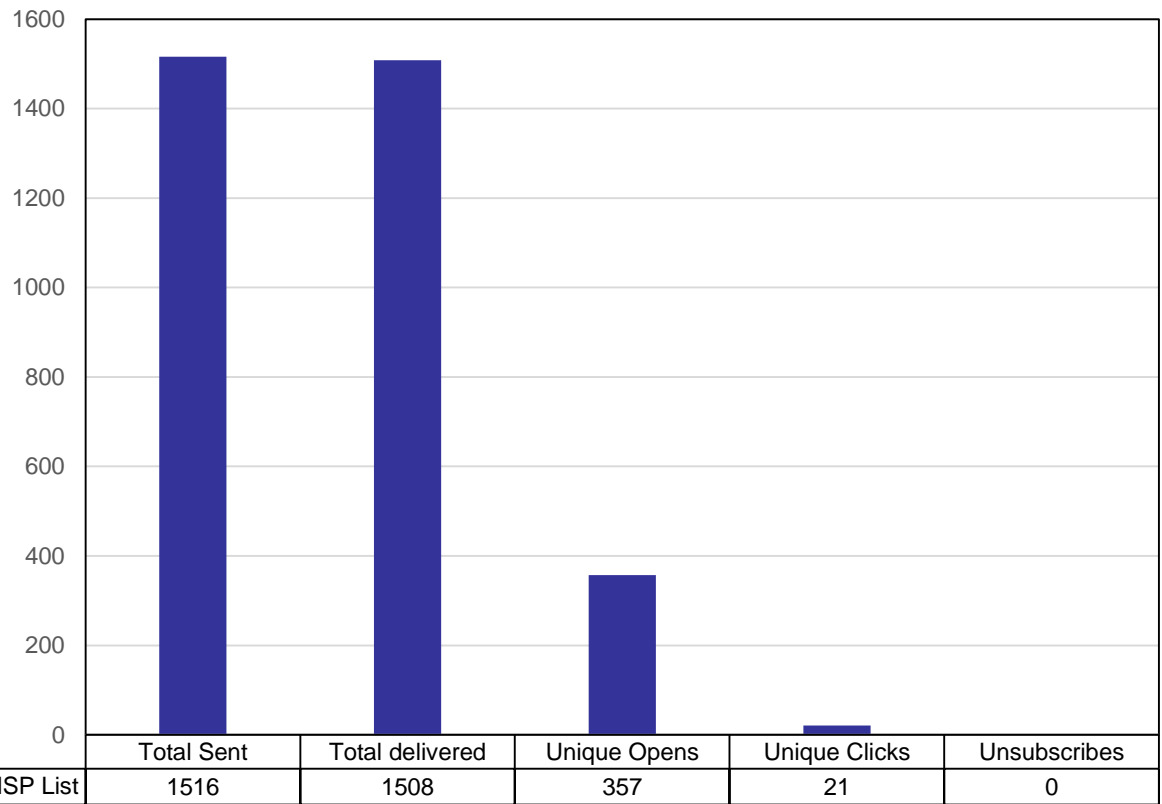
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It's the final home game of the season! - 11/20/2018





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November 2018

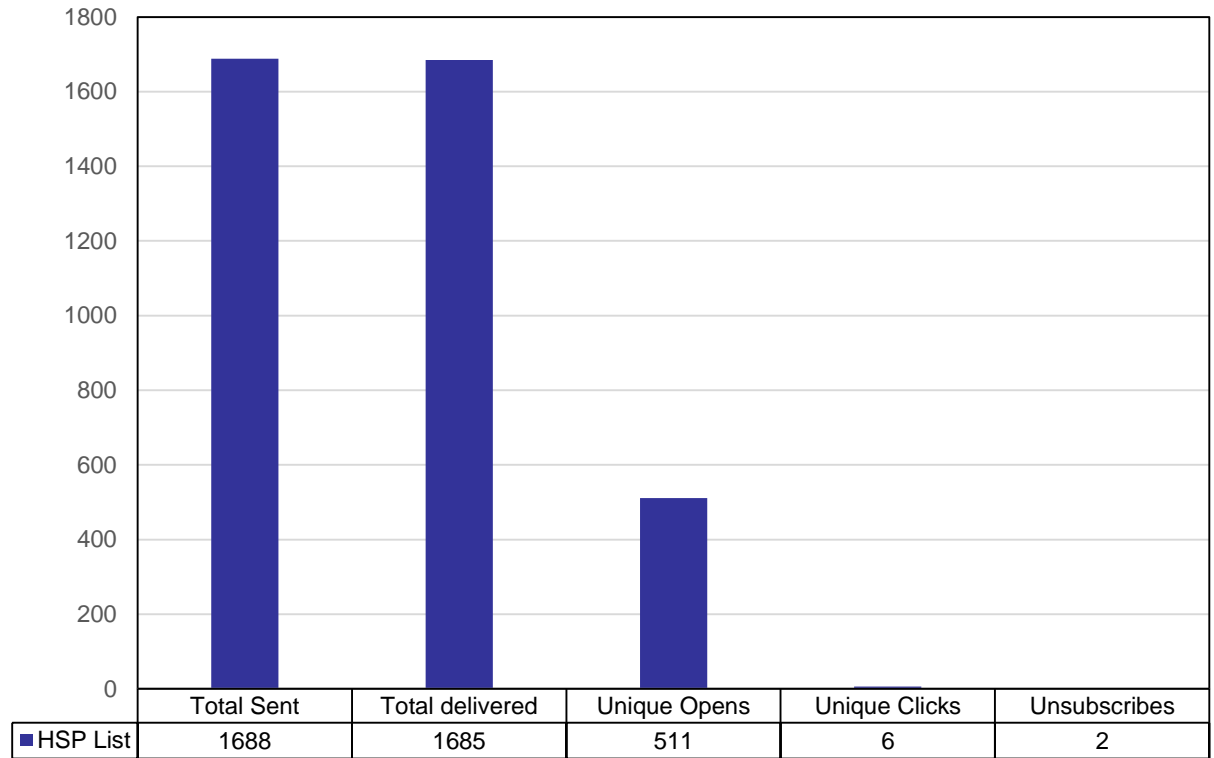
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**Football Buffet this Saturday at the University Club -
11/21/2018**





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November 2018

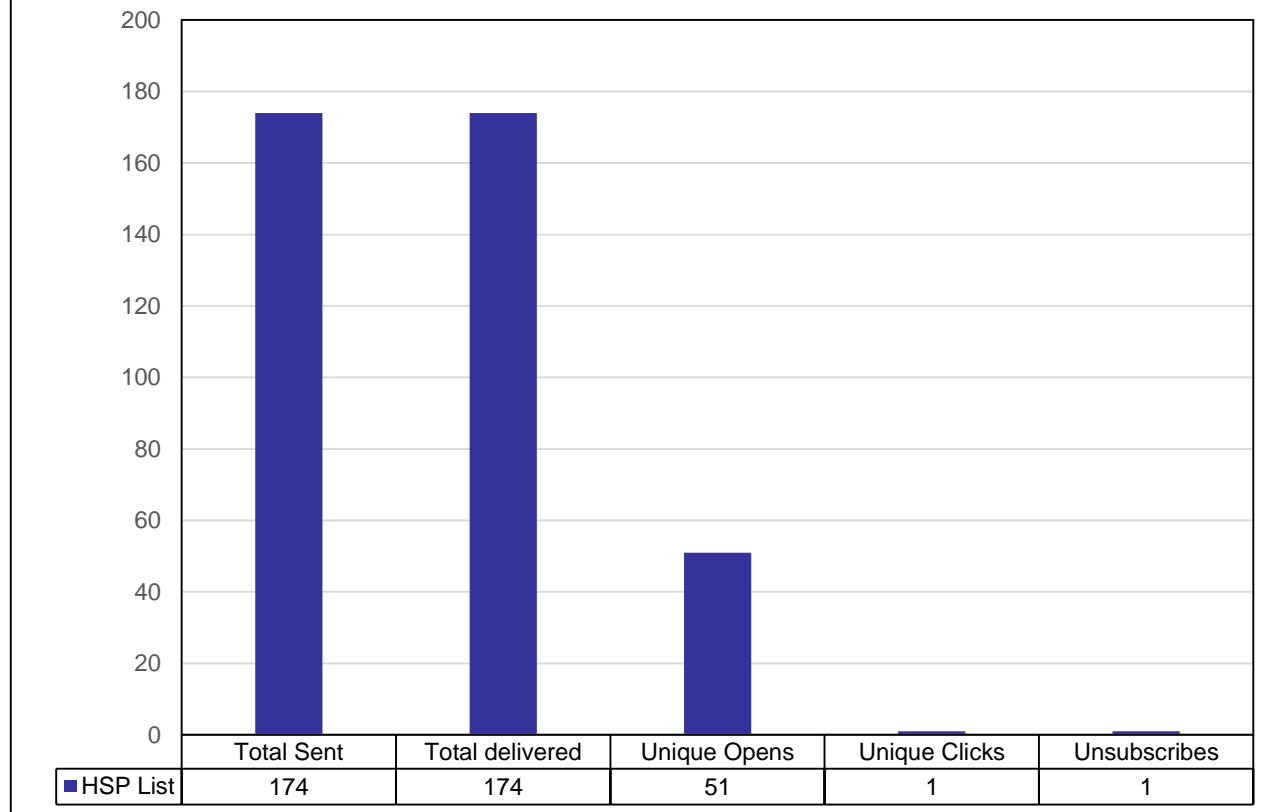
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20181126 HSC Weekly - 11/26/2018





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November 2018

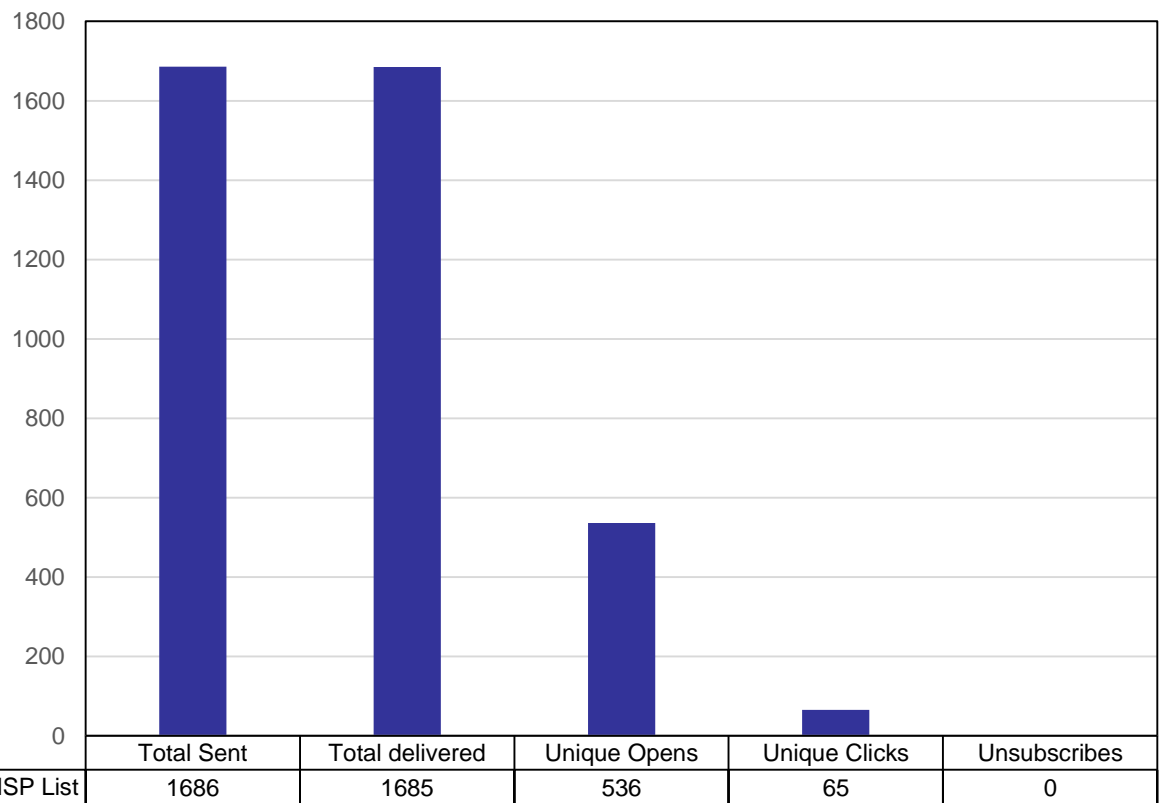
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This Week - November 26, 2018 - 11/26/2018





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November 2018

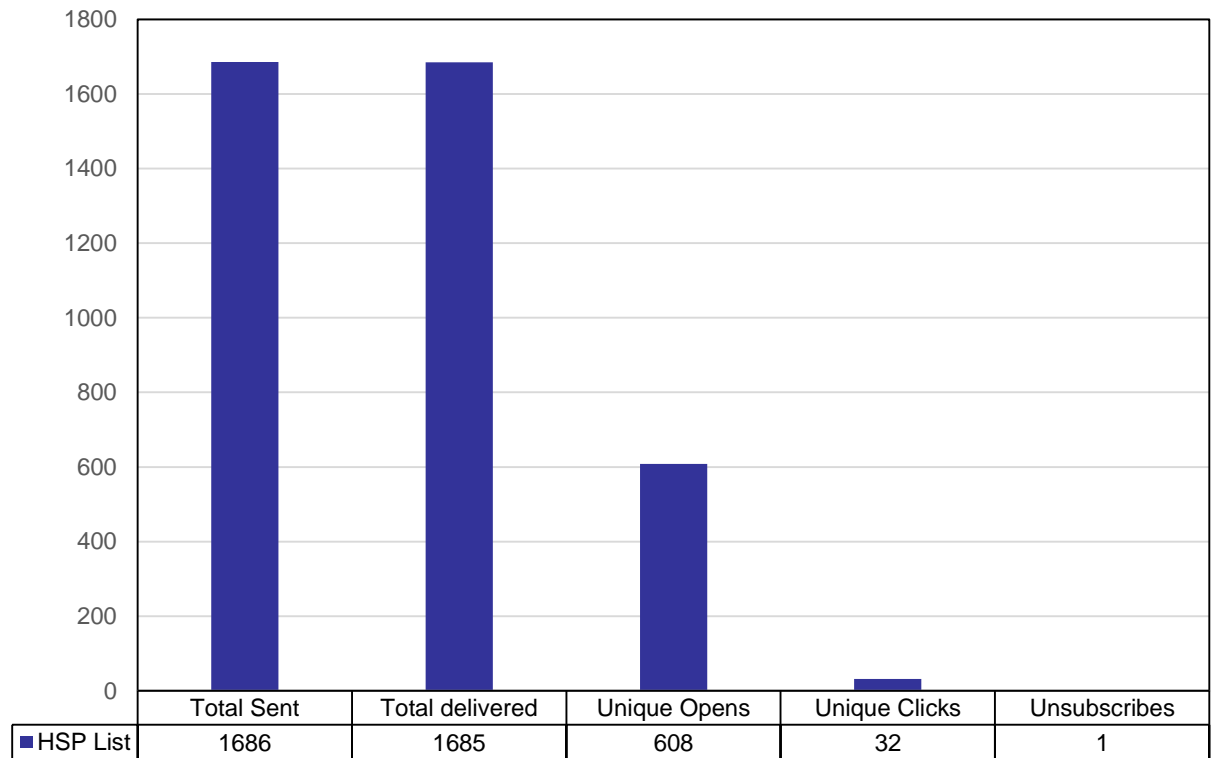
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**Reminder: Last Day to Donate to the University Club
Employee Holiday Fund - 11/27/2018**



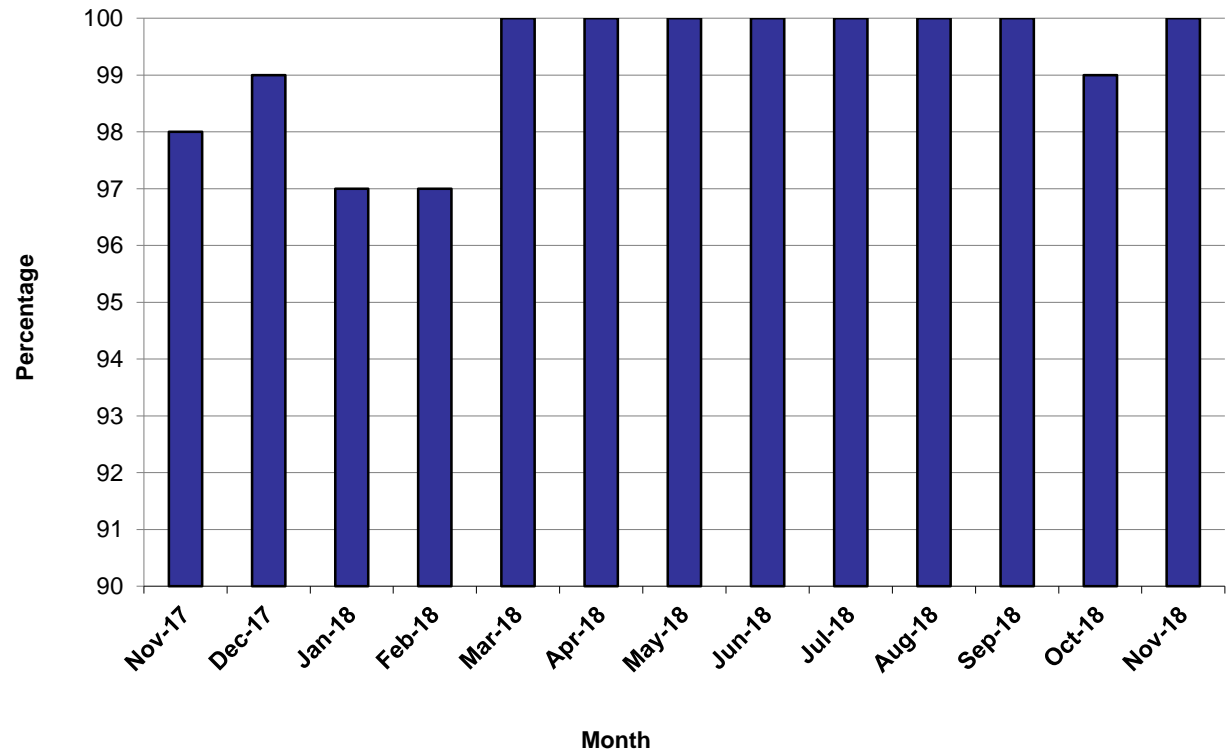


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Customer Satisfaction Report

November 2018

Customer Satisfaction



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Thank You !!