



AUXILIARY SERVICES IT

AS IT MONTHLY REPORTS

For October 2016

TO CREATE
THE BEST USC
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BESTPEOPLE.
BESTPRODUCT.
BESTSERVICE.

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USCHOUSING. USCTRANSPORTATION.
USCRADISSON. USCCOLISEUM.

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AGENDA

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

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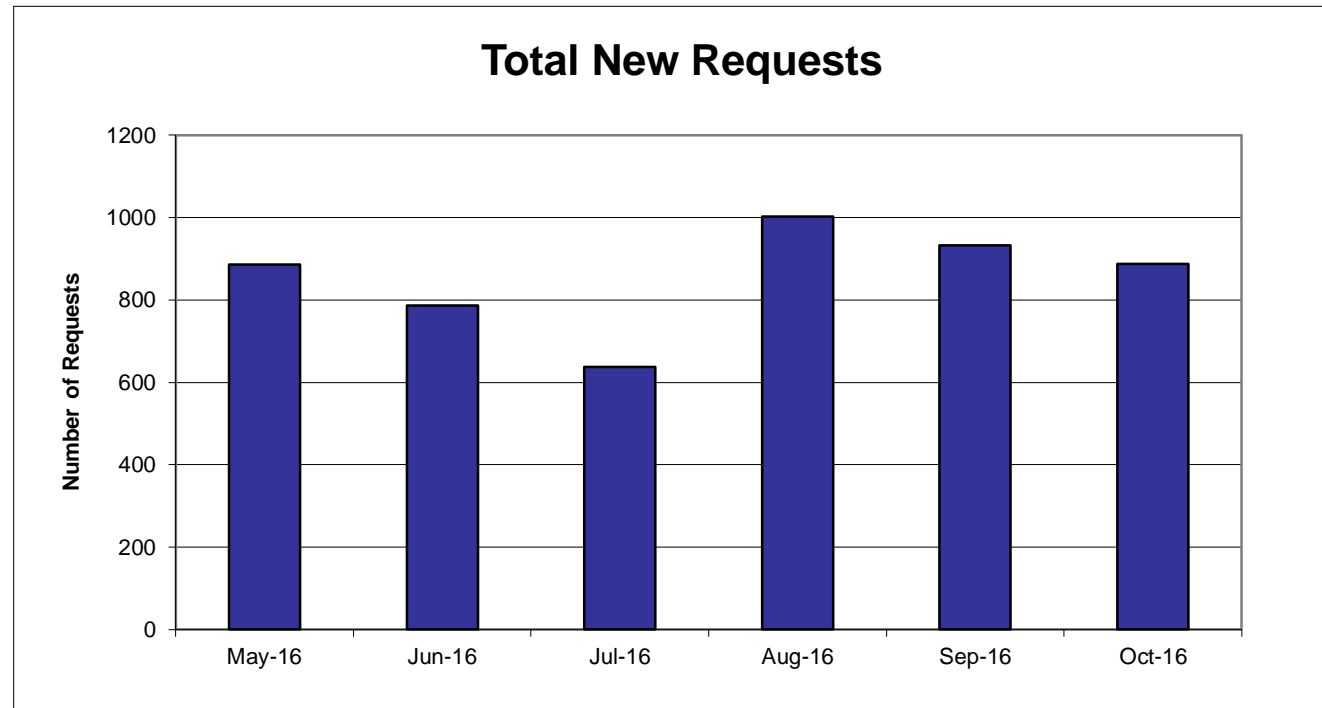
Service Desk Reports October 2016

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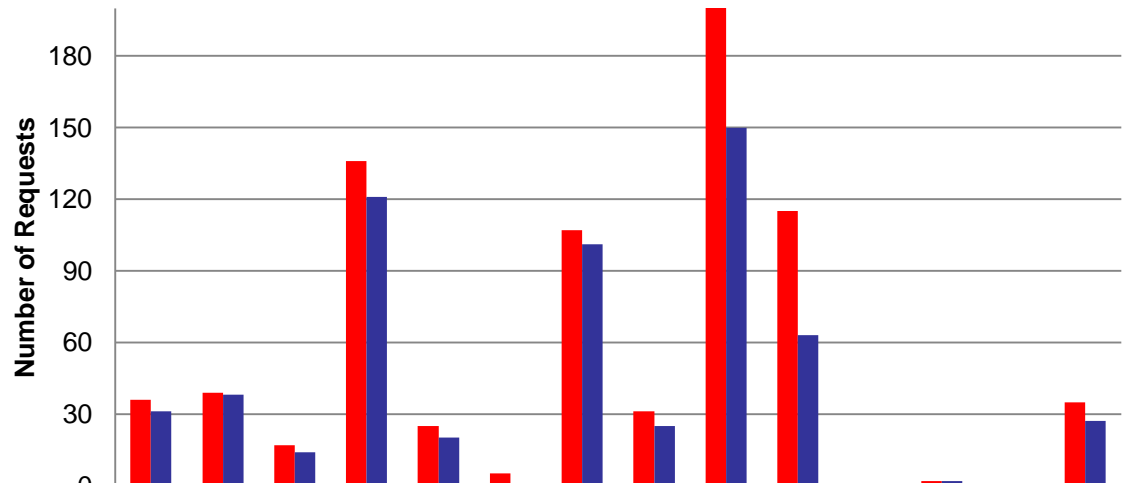
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Total New Vs Closed Requests



	BKS	HOU	RAD	HSP	TRX	EXEC	SS-HR	SS-FIN	OTHER	SS-IT	ATH	DES	CUST	Coli
Total Requests	36	39	17	136	25	5	107	31	340	115	0	2	0	35
Closed Requests	31	38	14	121	20	0	101	25	150	63	0	2	0	27

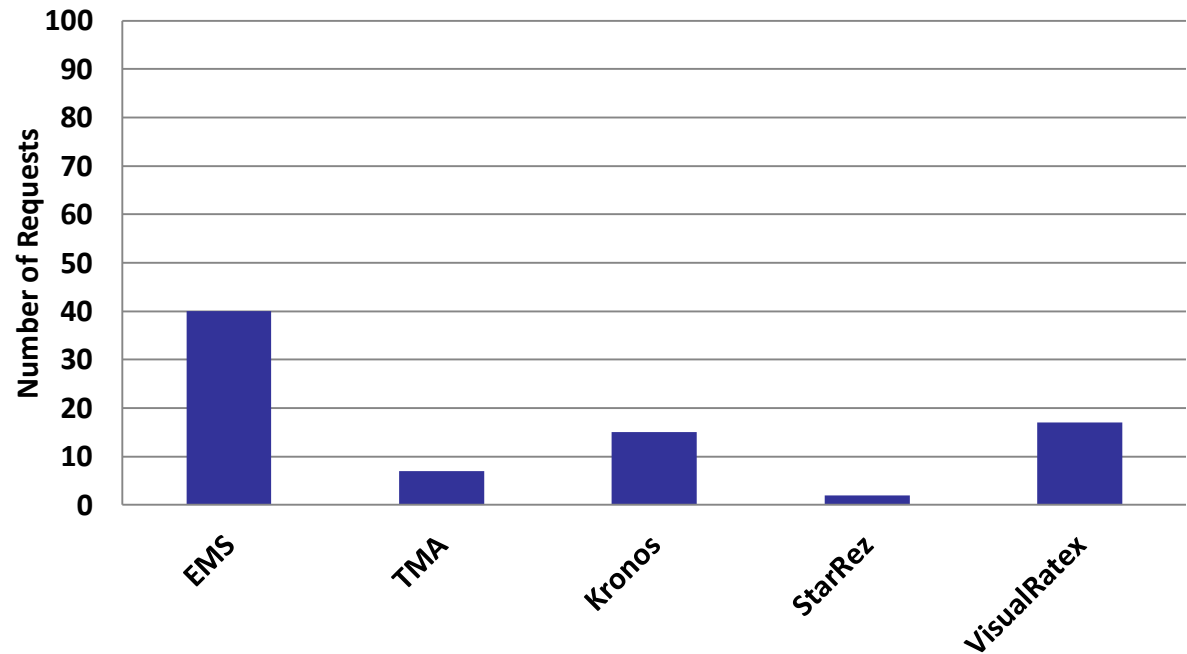


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Service Desk Reports

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Requests By BU System



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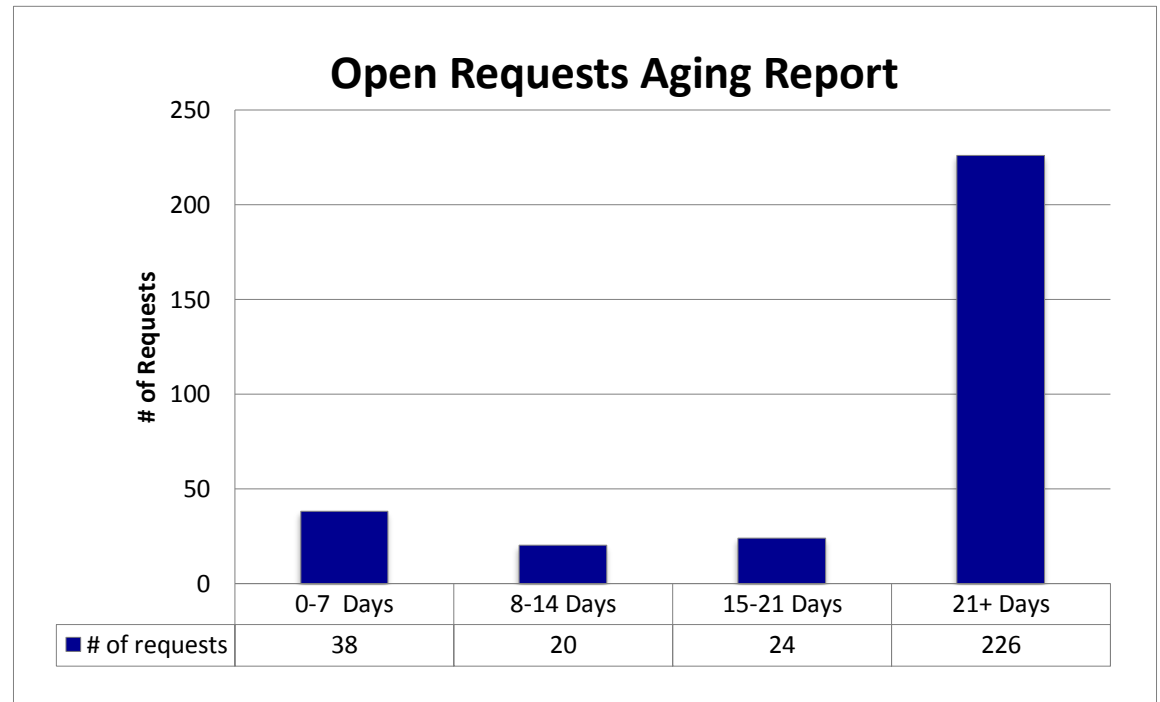
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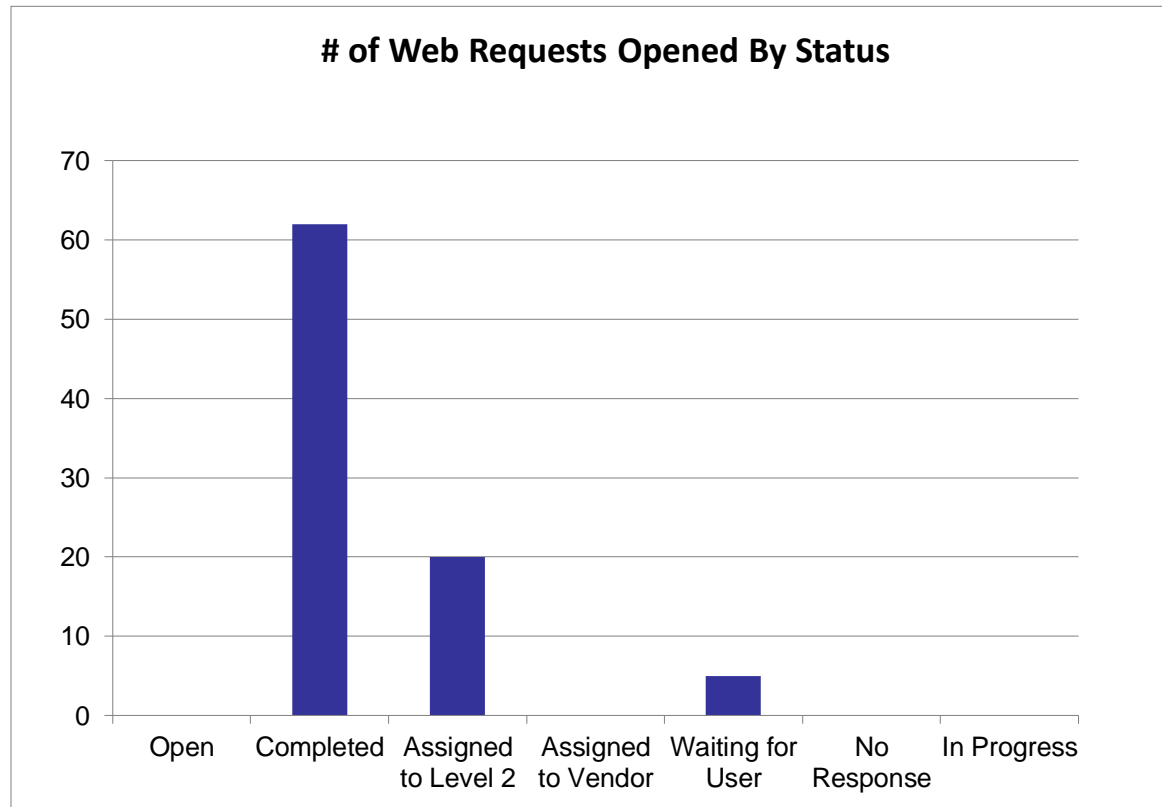
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of Web Requests Opened By Status





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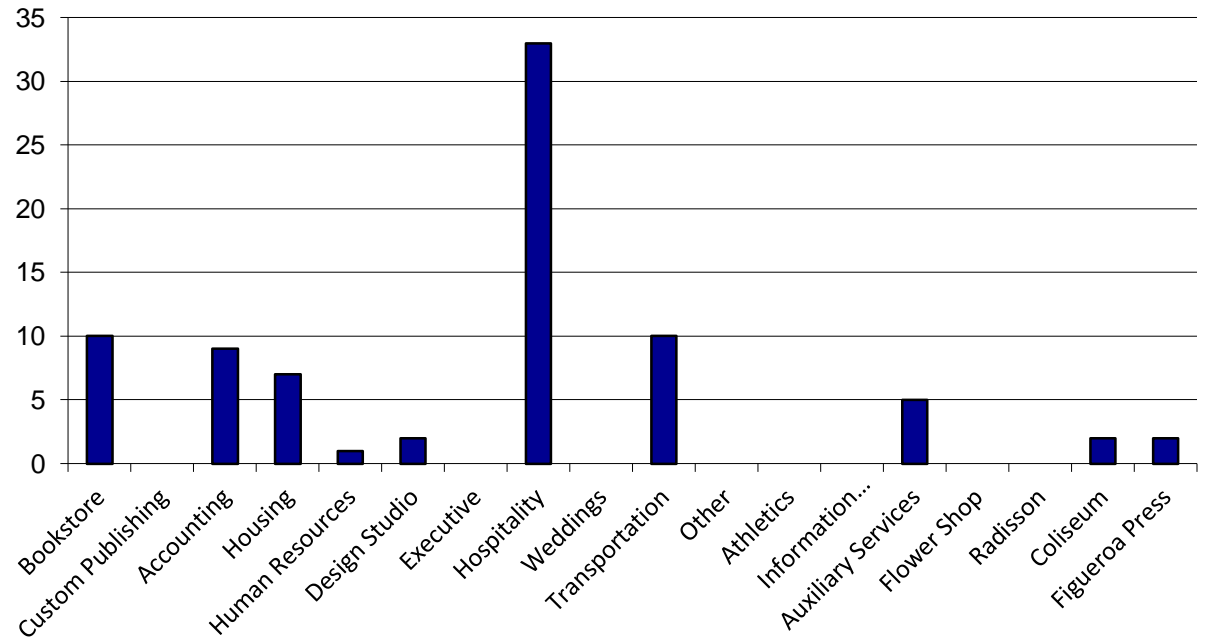
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of Web Requests Opened By Unit





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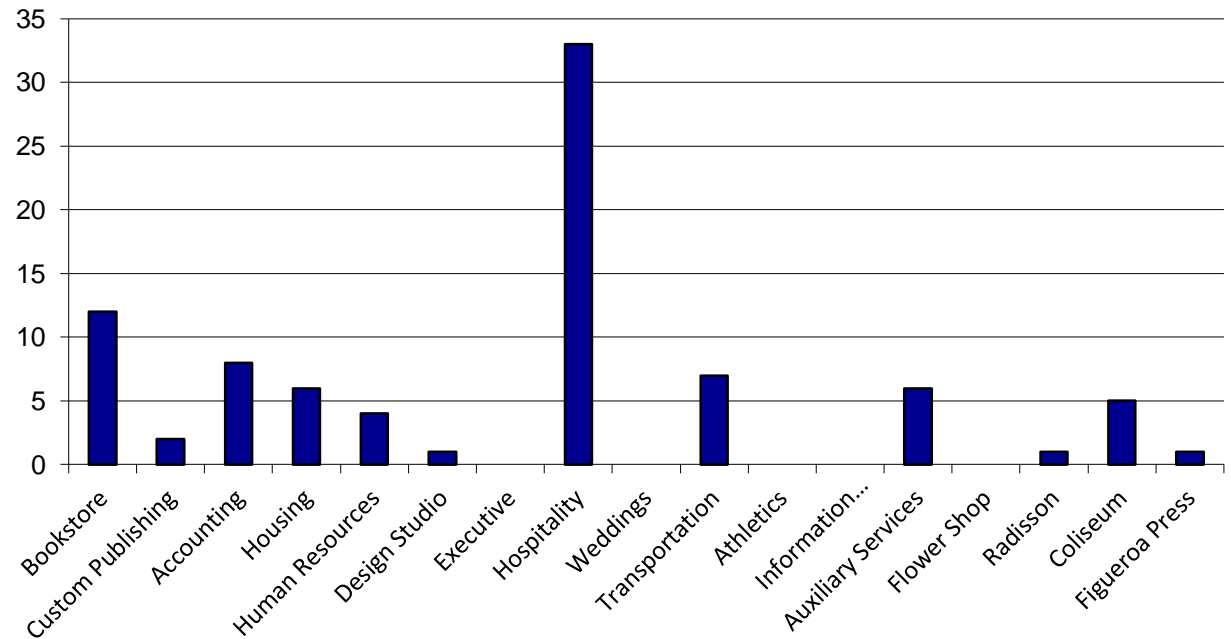
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of Web Requests Closed By Unit



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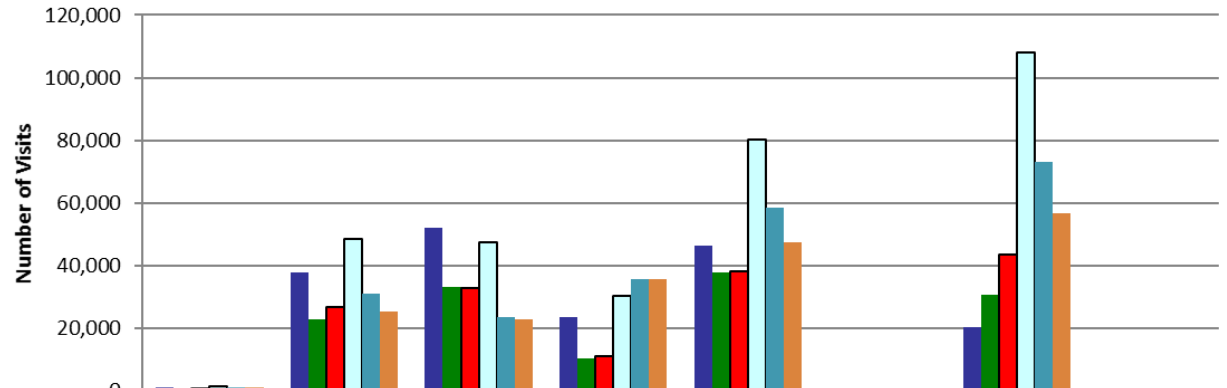
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Web Visits Per Month - BU Main Sites



	aux.usc.edu	Bookstore	Housing	Hospitality	Transportation	BKS - Other (Flower shop)	Coliseum	
■ May-16	1,145	37,914	52,092	23,658	46,236	0	20,462	
■ June-16	962	22,992	33,307	10,379	37,806	0	30,853	
■ Jul-16	955	26,744	32,927	11,268	38,237	0	43,401	
■ Aug-16	1,359	48,649	47,333	30,216	80,352	0	108,176	
■ Sep-16	1,091	31,202	23,701	35,784	58,658	0	73,112	
■ Oct-16	1,264	25,507	22,771	35,703	47,315	0	56,647	



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Website Reports

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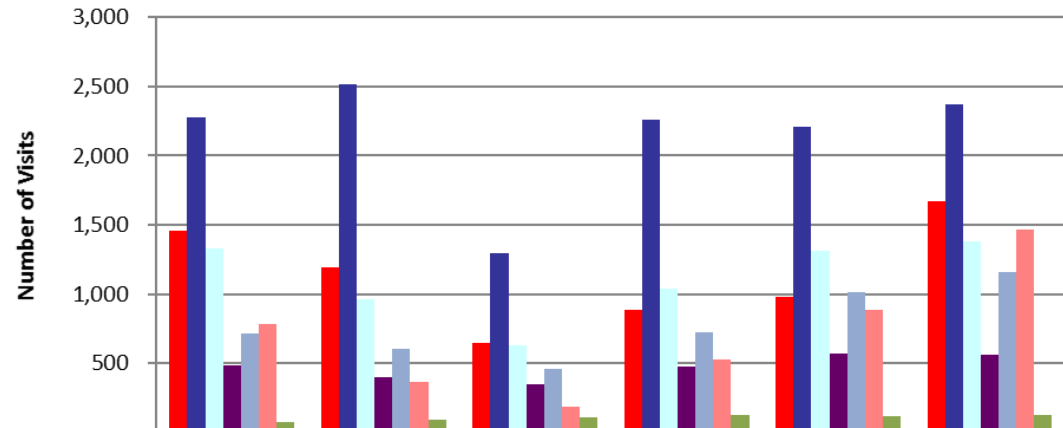
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Web Visits Per Month - HSP Micro Sites



	May-16	June-16	Jul-16	Aug-16	Sep-16	Oct-16
■ McKays	1,459	1,193	648	885	976	1,672
■ The Lab	2,274	2,516	1,295	2,257	2,207	2,366
■ Moreton Fig	1,330	966	626	1,035	1,316	1,379
■ Rosso Oro's Pizzeria	481	400	348	474	568	559
■ Seeds Marketplace	717	604	463	722	1,013	1,161
■ Traditions	780	362	186	528	889	1,467
■ The Edmondson	76	93	108	125	121	129



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Website Reports

October 2016

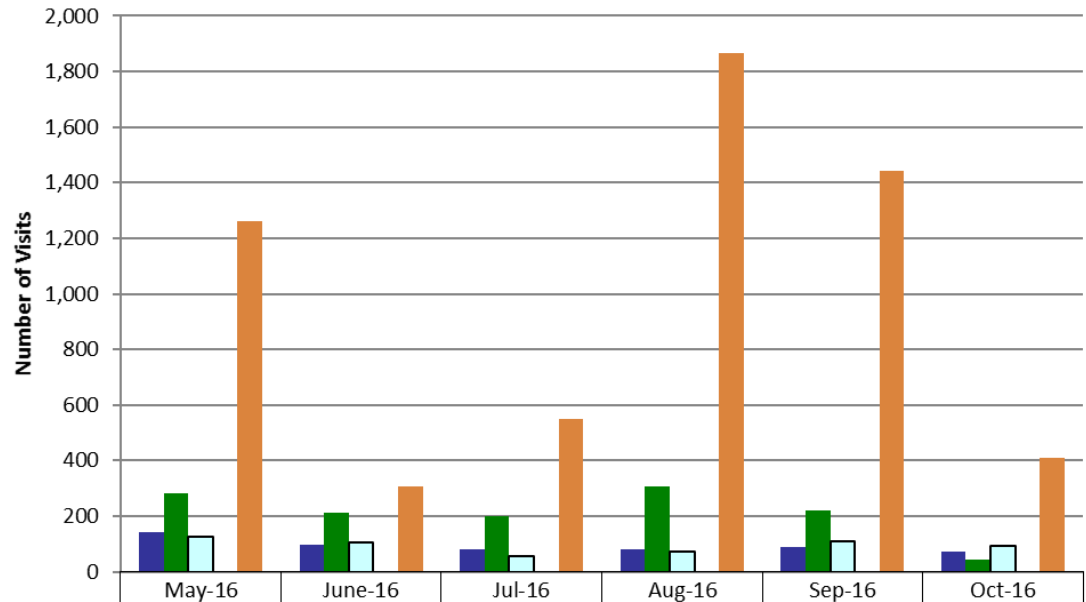
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Web Visits Per Month - Other Sites



	May-16	June-16	Jul-16	Aug-16	Sep-16	Oct-16
Figueroa Press	143	96	81	82	89	73
Gamble-house Store	280	213	198	305	222	45
USC Radisson Event	125	106	57	72	110	91
Weddings at USC	0	0	0	0	0	0
Custom-publishing	1,261	305	549	1,865	1,441	409



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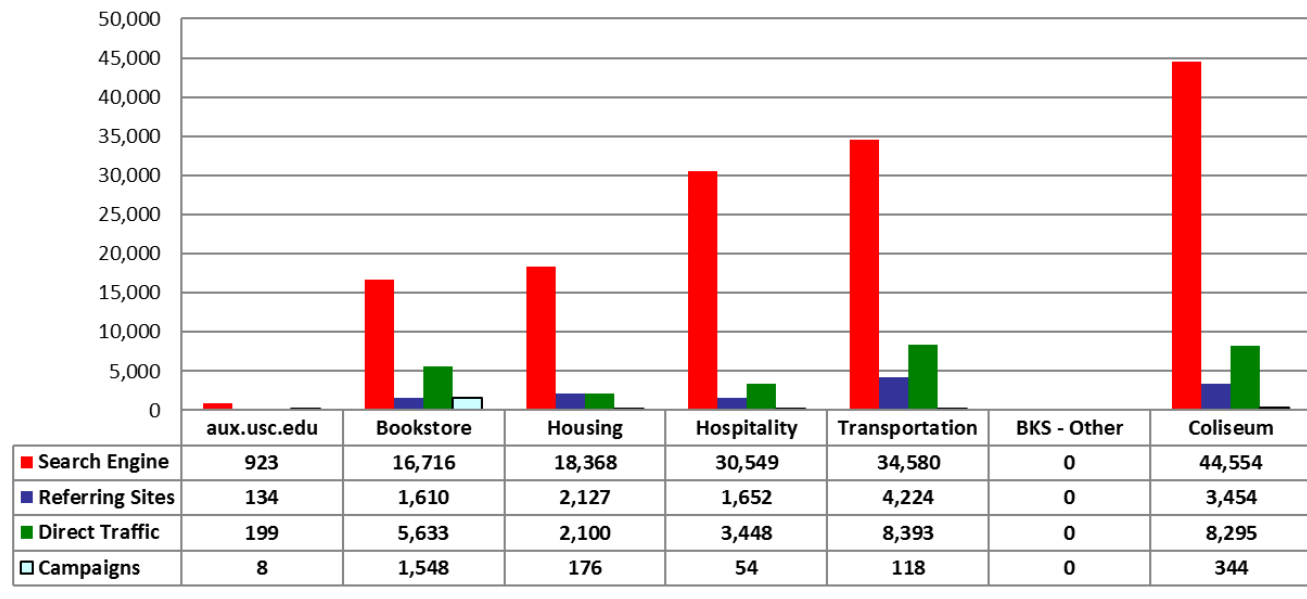
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October 2016 Traffic Sources - BU Main Sites





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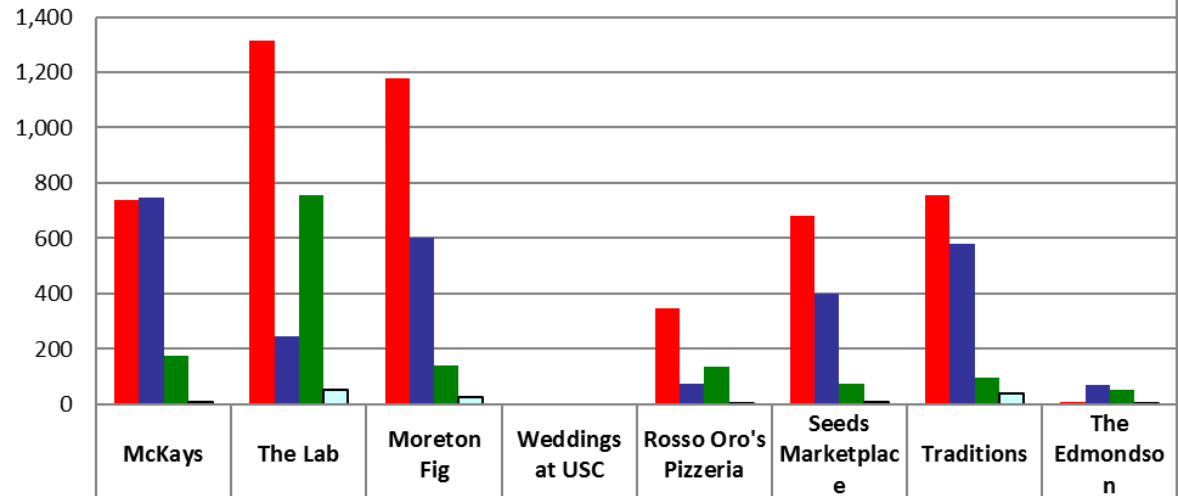
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October 2016 Traffic Sources - HSP Micro Sites



■ Search Engine	737	1,316	1,177	0	349	681	757	7
■ Referring Sites	749	244	604	0	73	401	578	68
■ Direct Traffic	177	755	142	0	135	73	95	50
□ Campaigns	9	50	25	0	2	6	37	4



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Website Reports October 2016

October 2016 Traffic Sources - Other Sites



	Figueroa Press	Gamble-house Store	Weddings at USC	USC Radisson Event	Custom-publishing
Search Engine	50	5	0	64	44
Referring Sites	6	4	0	15	93
Direct Traffic	16	36	0	12	270
Campaigns	1	0	0	0	2

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Average Time Spent on Website - BU Main Sites





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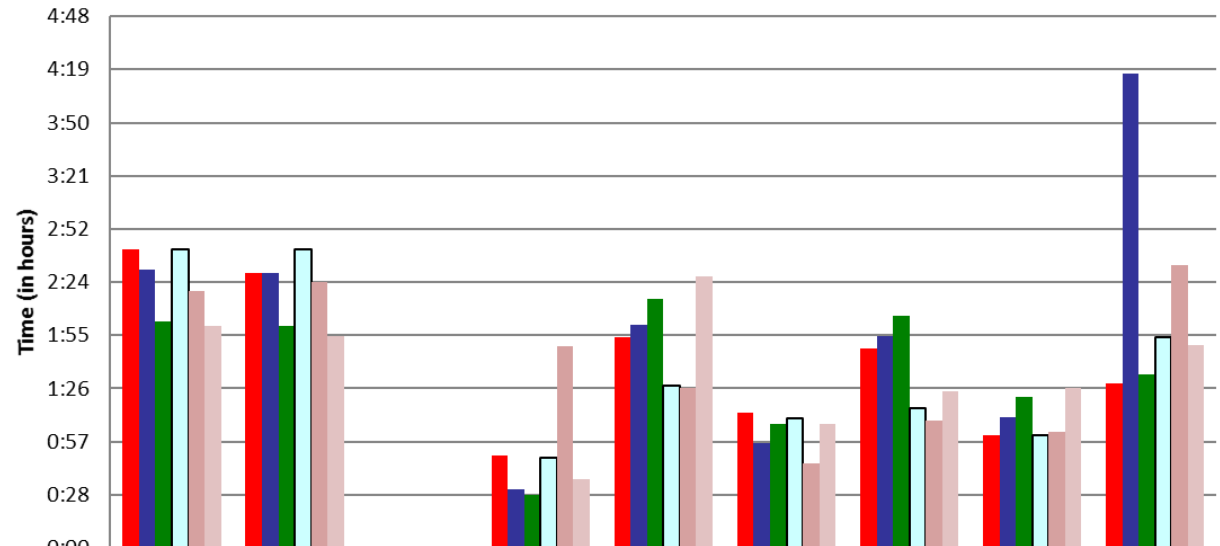
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Average Time Spent on Website - HSP Micro Sites



	McKays	The Lab	Weddings at USC	USC Radisson Event	Moreton Fig	Rosso Oro's Pizzeria	Seeds Marketplace	Traditions	The Edmondson
■ May-16	2:42	2:29	0:00	0:50	1:54	1:13	1:48	1:01	1:29
■ June-16	2:31	2:29	0:00	0:32	2:01	0:57	1:55	1:11	4:17
■ Jul-16	2:03	2:00	0:00	0:29	2:15	1:07	2:06	1:22	1:34
■ Aug-16	2:42	2:42	0:00	0:49	1:28	1:10	1:16	1:01	1:54
■ Sep-16	2:19	2:24	0:00	1:49	1:27	0:46	1:09	1:03	2:33
■ Oct-16	2:00	1:55	0:00	0:37	2:27	1:07	1:25	1:27	1:50



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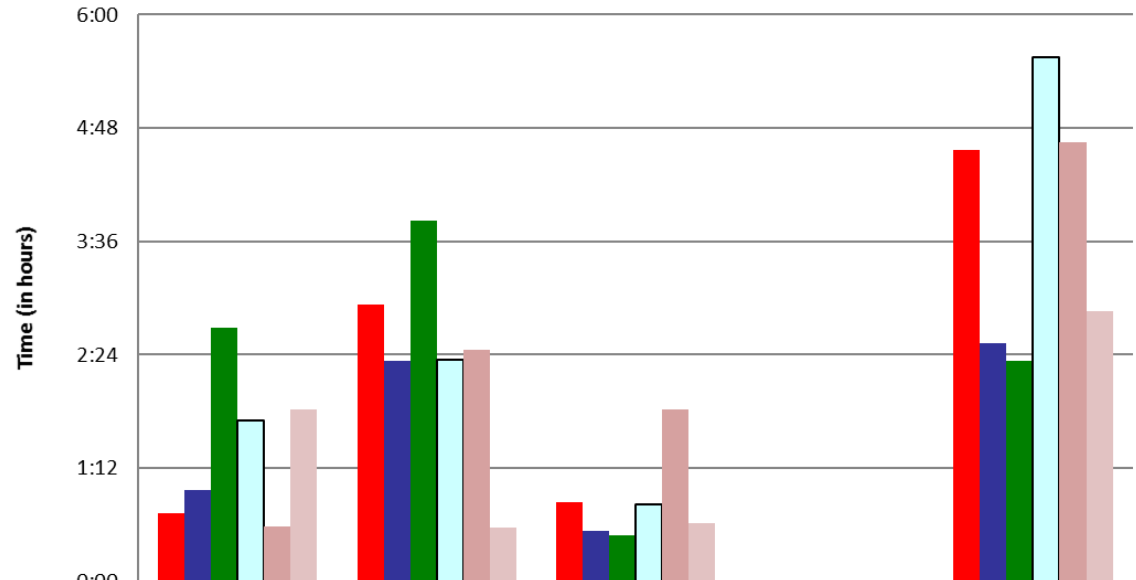
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Average Time Spent on Website - Other Sites



	Figueroa Press	Gamble-house Store	USC Radisson Event	Weddings at USC	Custom-publishing
■ May-16	0:43	2:56	0:50	0:00	4:34
■ June-16	0:58	2:20	0:32	0:00	2:31
■ Jul-16	2:41	3:49	0:29	0:00	2:20
■ 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



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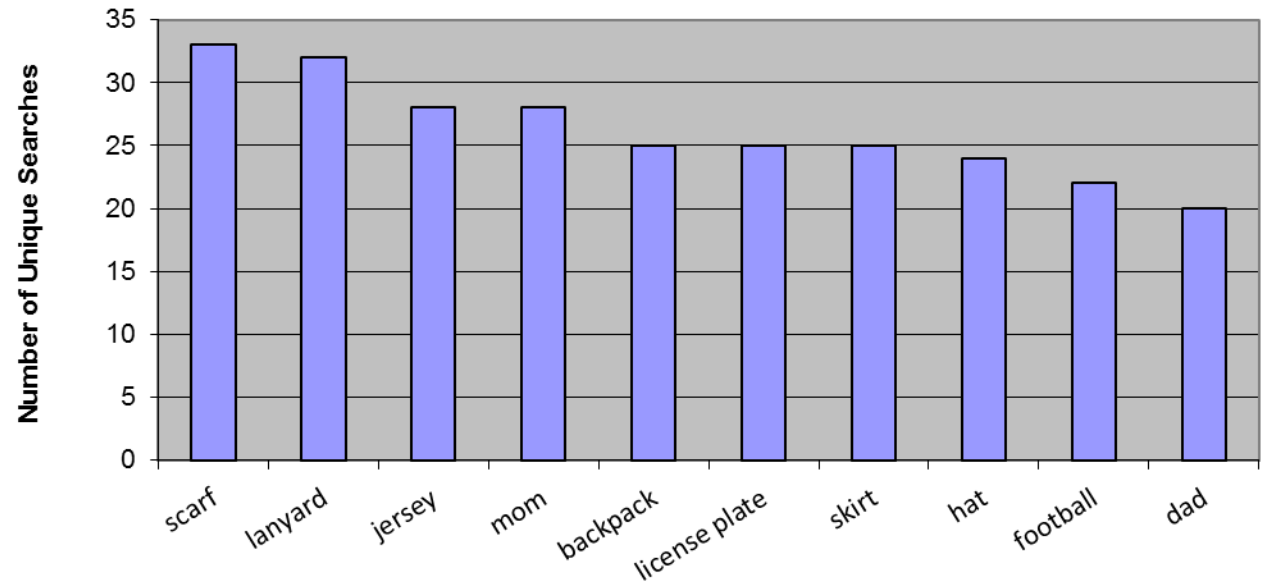
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Bookstore Charts
10 Most Searched Items - October 2016





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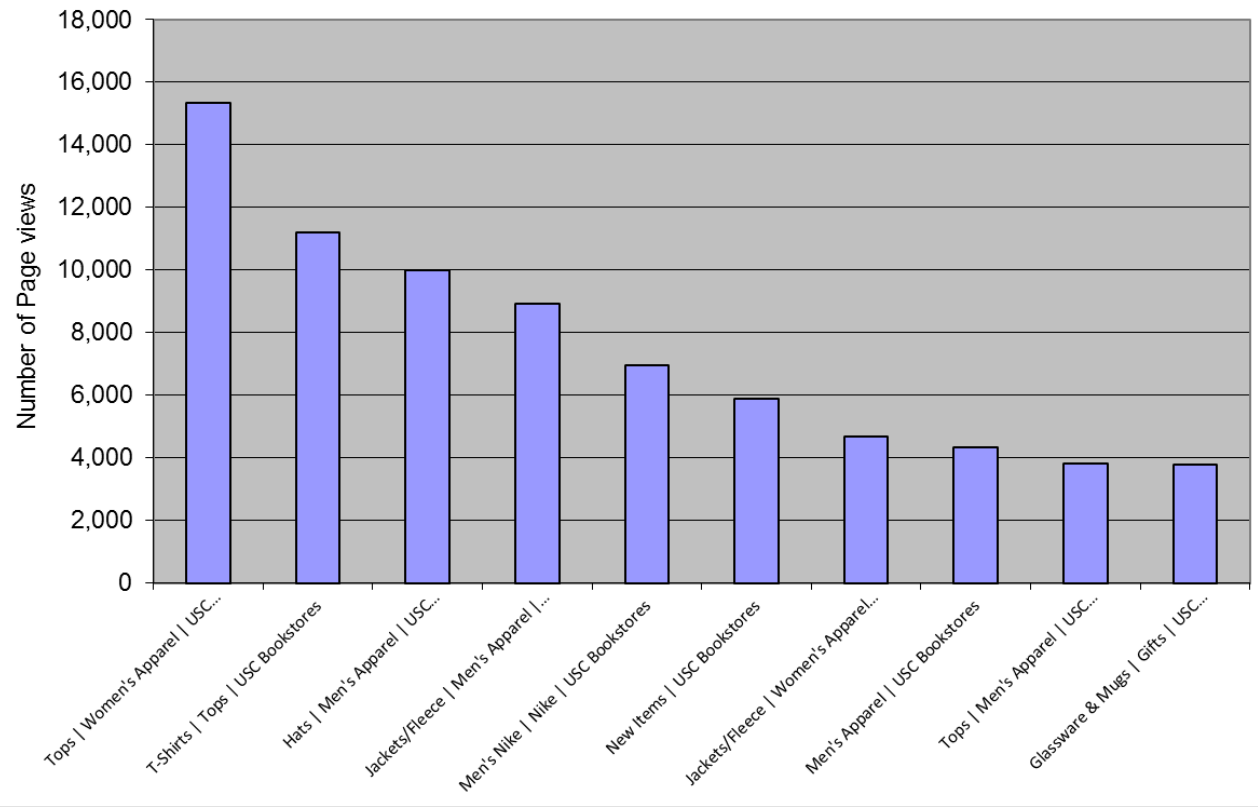
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Bookstore Charts
10 Most Viewed Pages - October 2016





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Website Reports October 2016

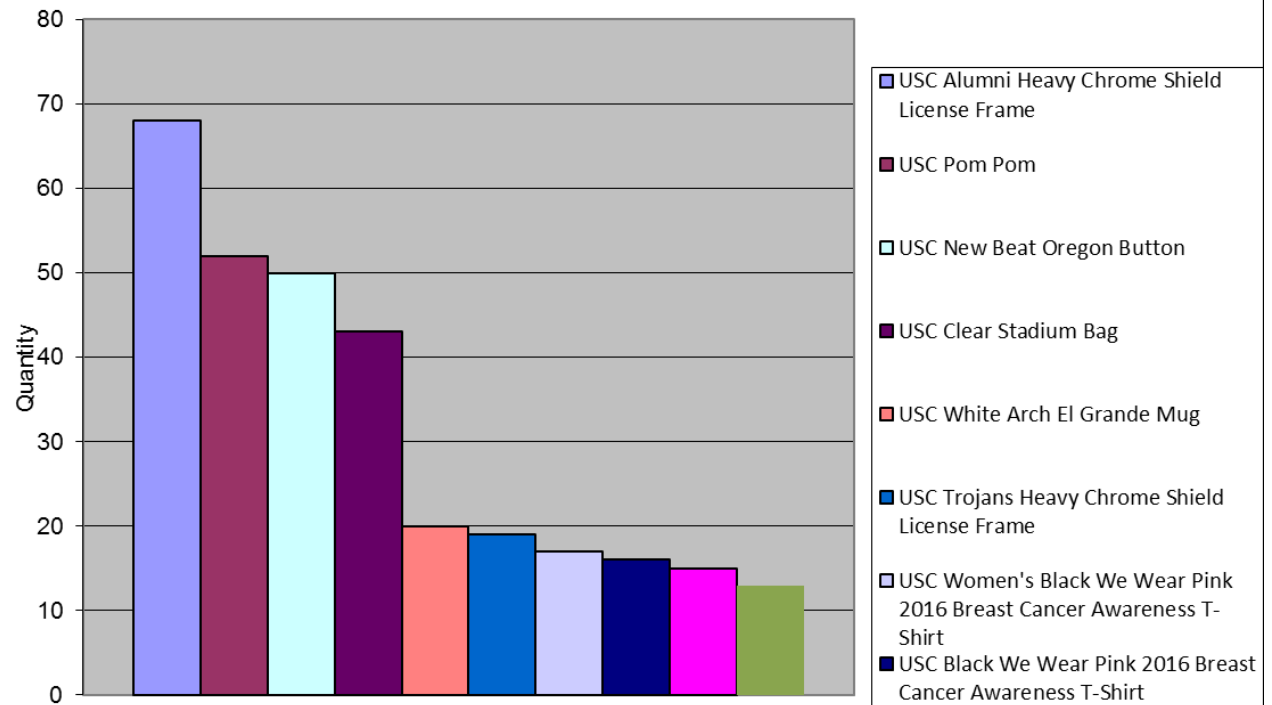
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Bookstore Charts
10 Most Purchased Products October 2016





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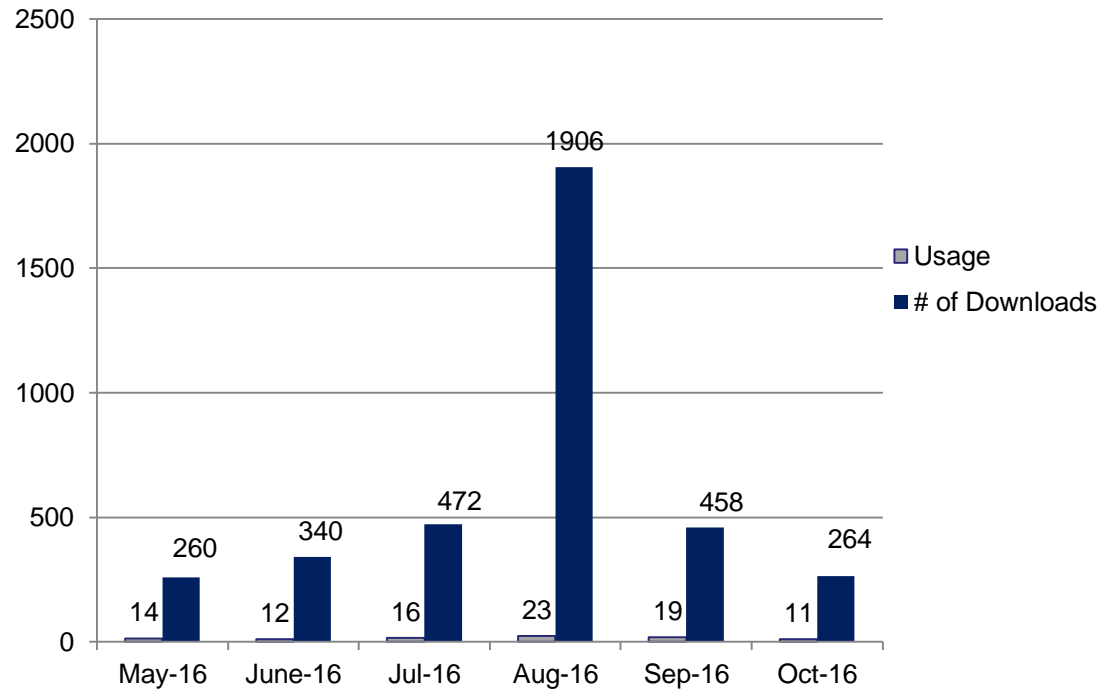
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TSP Mobile App Stats





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Email Campaign Reports

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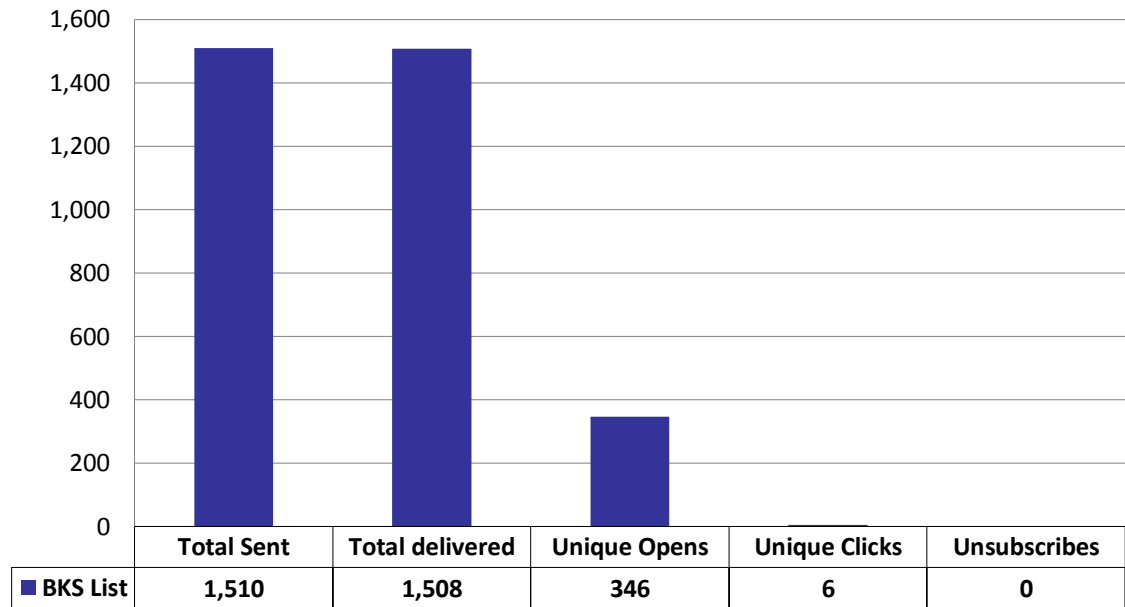
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Test a Dell on Columbus Day - 10/07/2016





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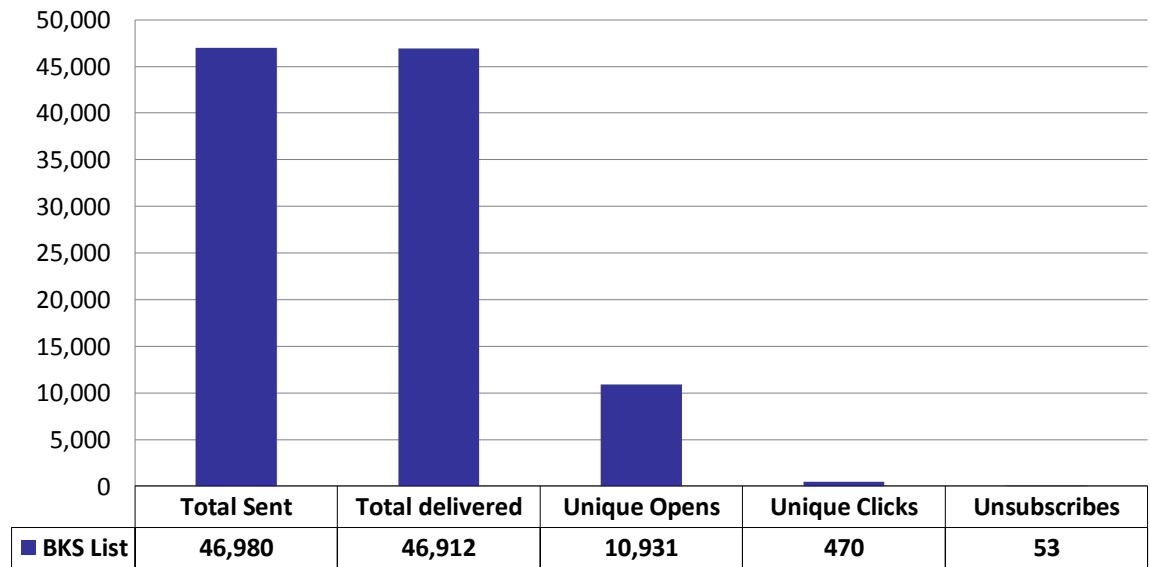
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USC Breast Cancer Awareness Products Now Available - 10/10/2016





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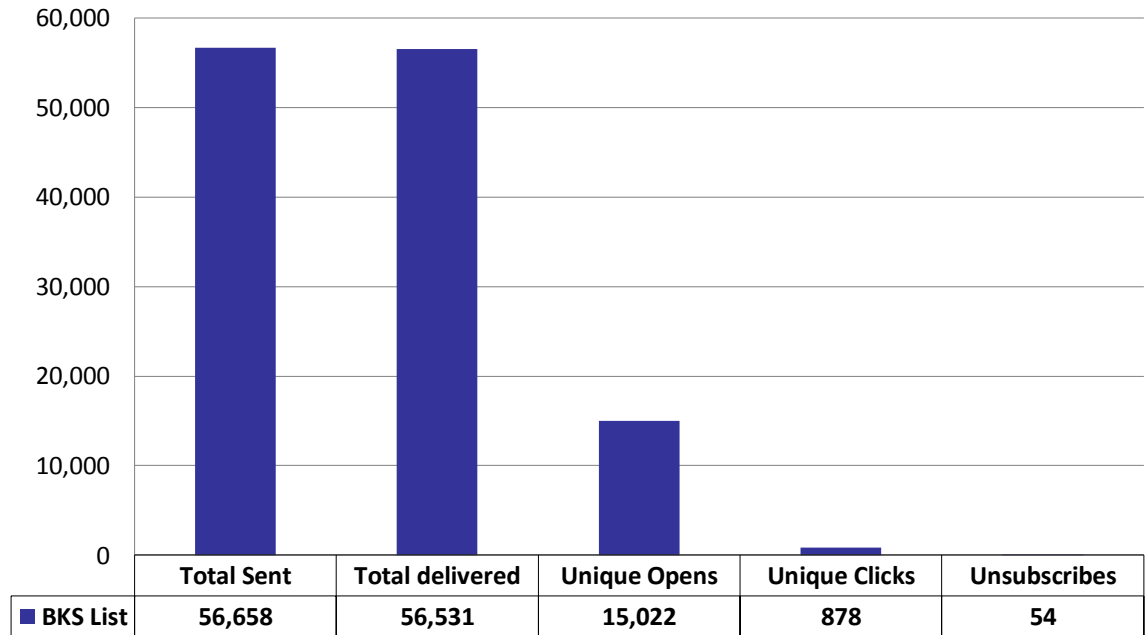
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Join the Tojan Empire with USC Star Wars Apparel and Accessories! -
10/29/2016





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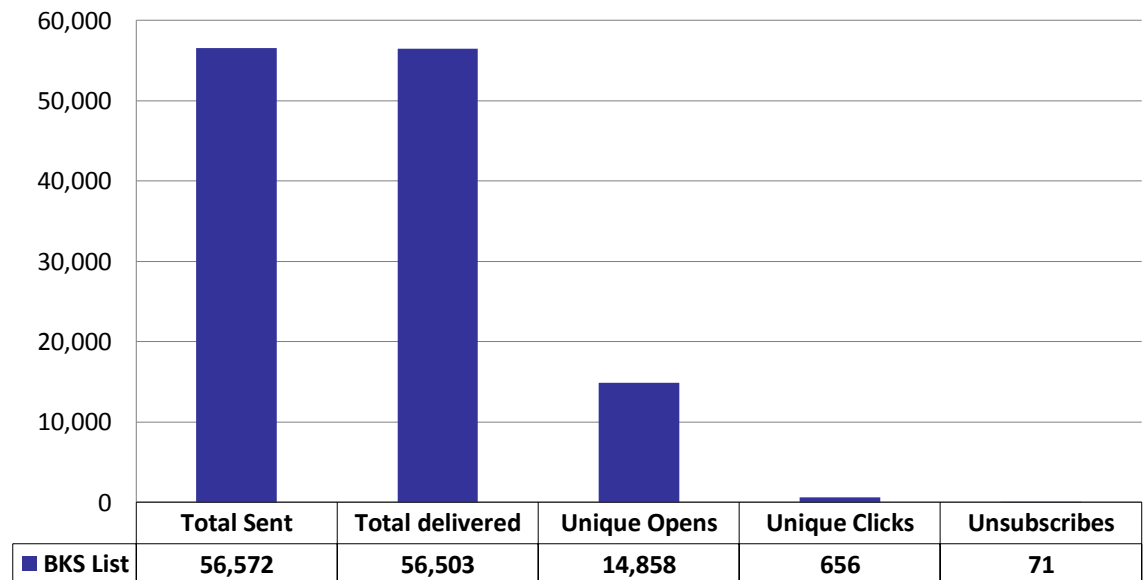
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SC Football Styles for the Family - 10/01/2016





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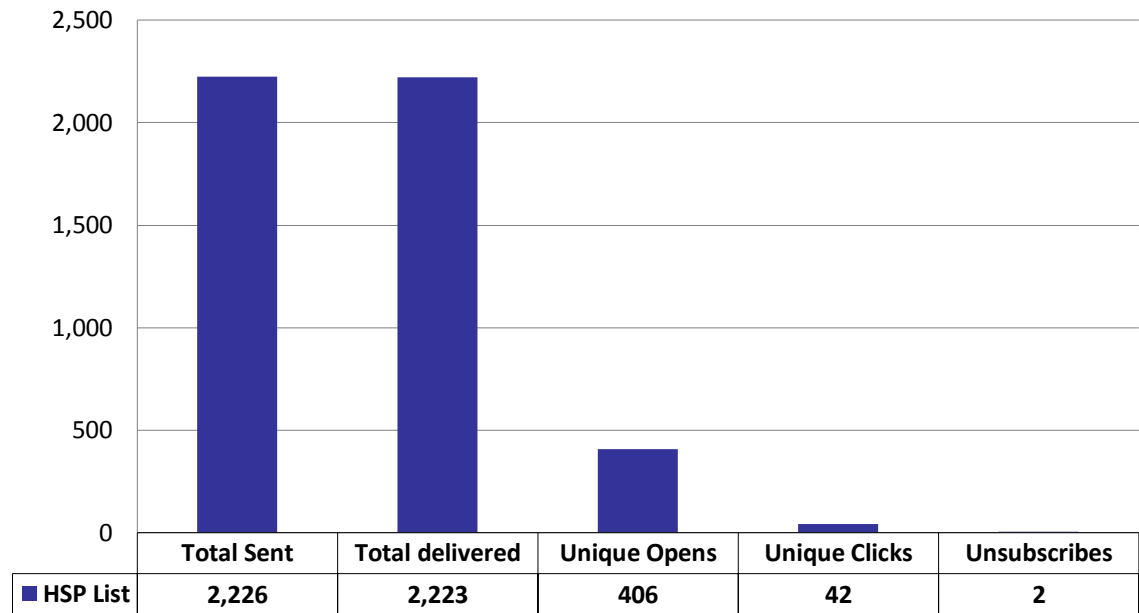
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Eat On Campus Food Mail - October 2016





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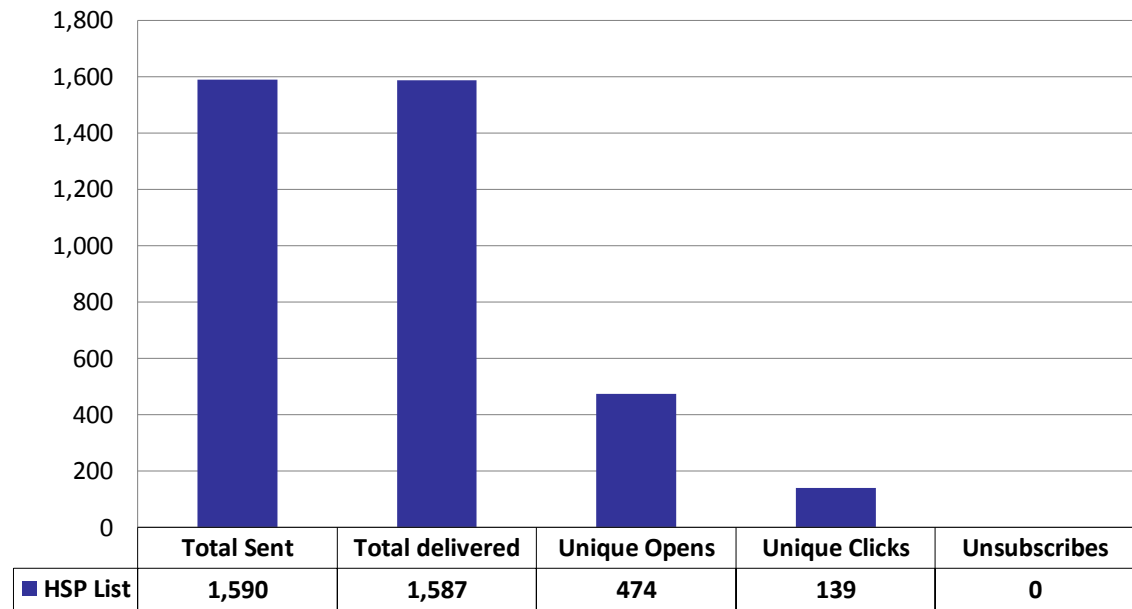
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University Club October Newsletter - 2016 - 10/03/2016





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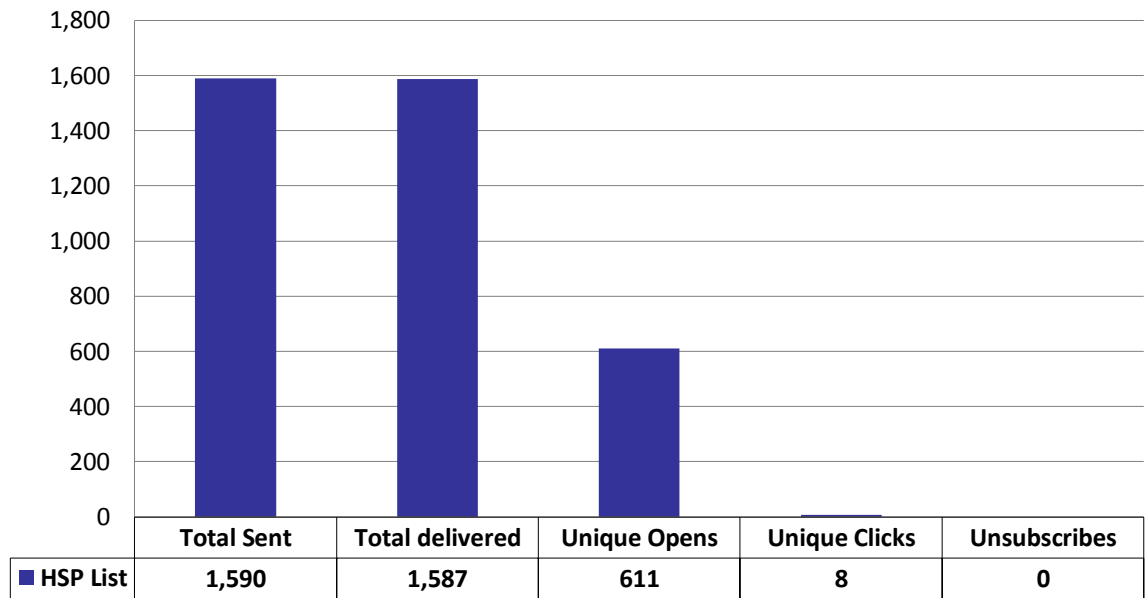
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Invitation to Presidential Election - 2016 - 10/03/2016





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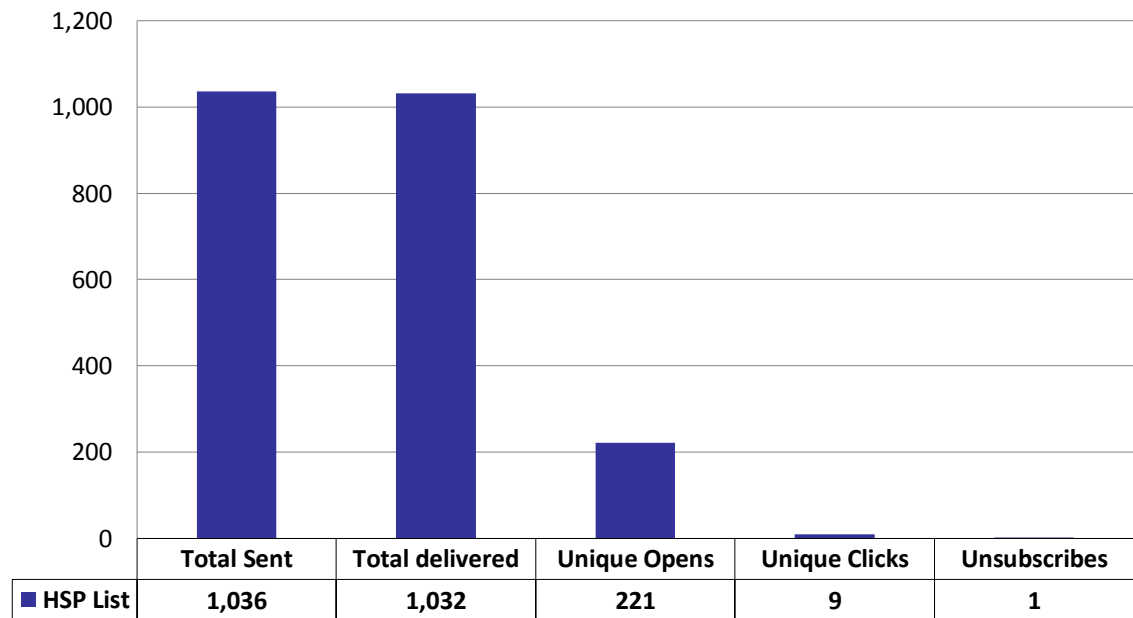
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Game Day Dining - Beat Colorado! - 10/06/2016





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Email Campaign Reports

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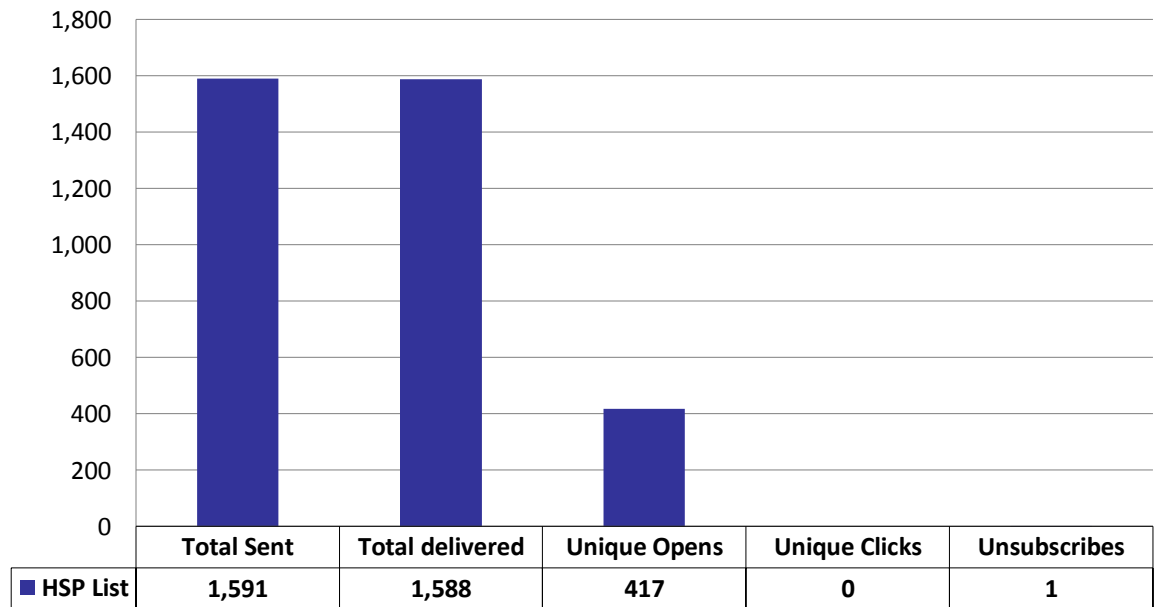
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University Club - Football Buffet - Colorado - 10/06/2016





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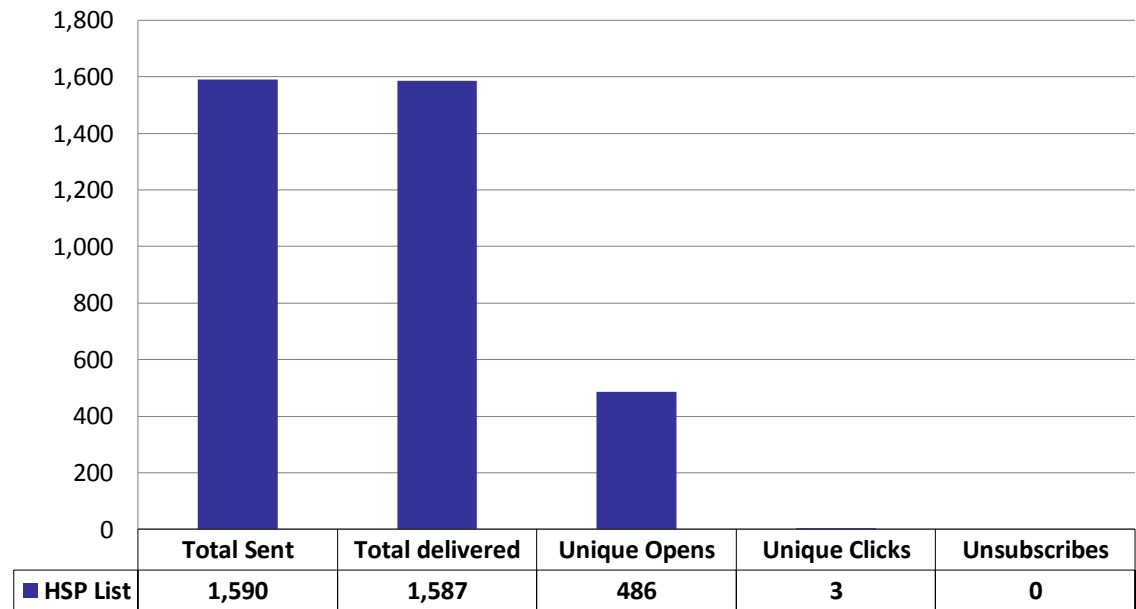
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Invitation to Wine and A Movie Night - 10/07/2016





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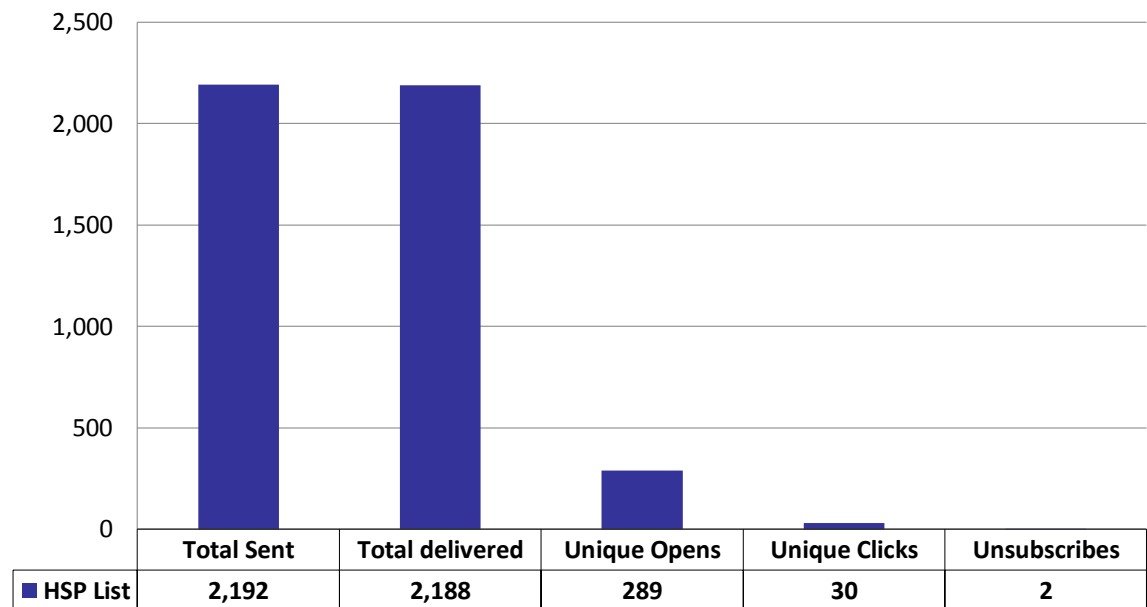
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Eat on Campus October 10-16, 2016 - 10/10/2016





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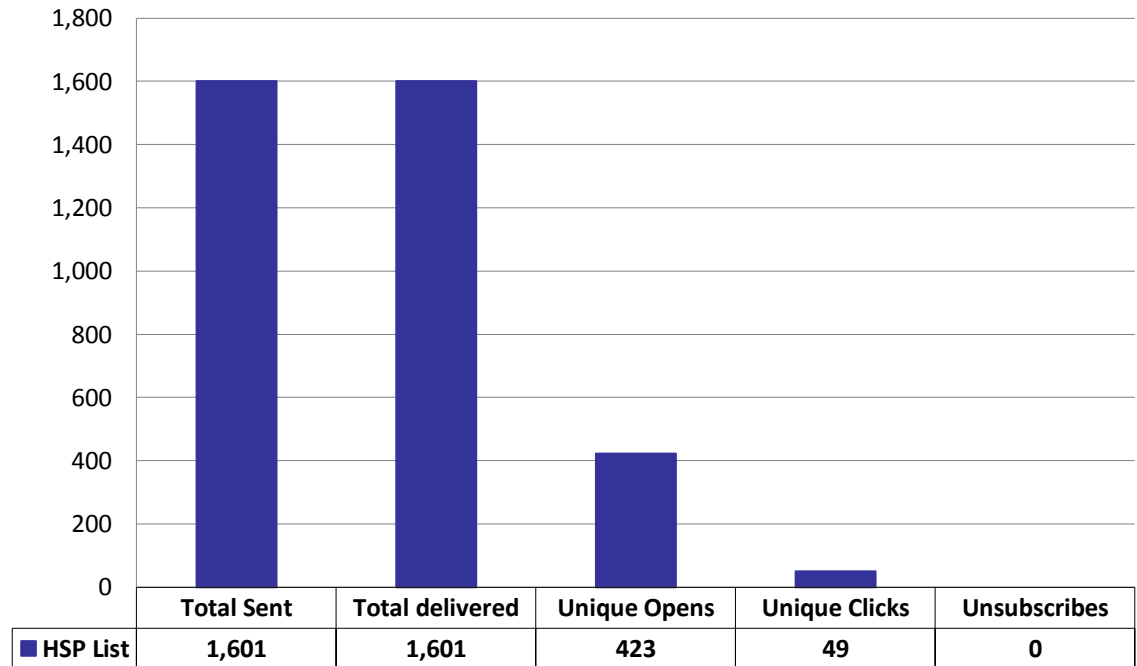
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University Club - This Week - October 7, 2016 - 10/10/2016





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Email Campaign Reports

October 2016

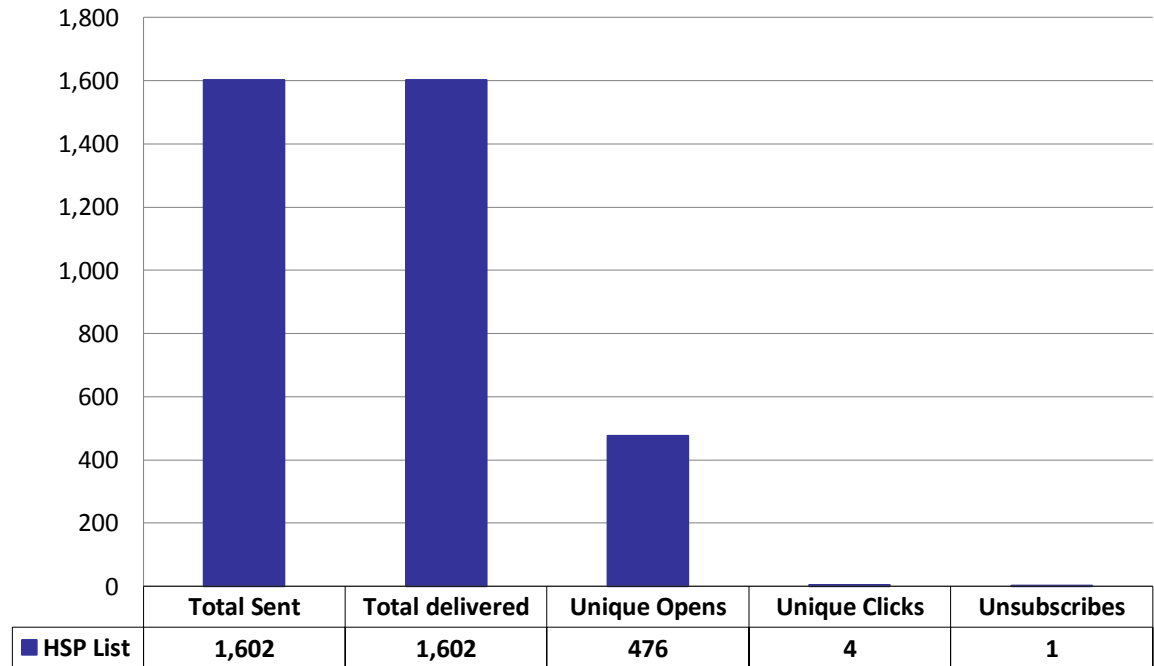
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Reminder for Presidential Election Panel - 2016 - 10/12/2016





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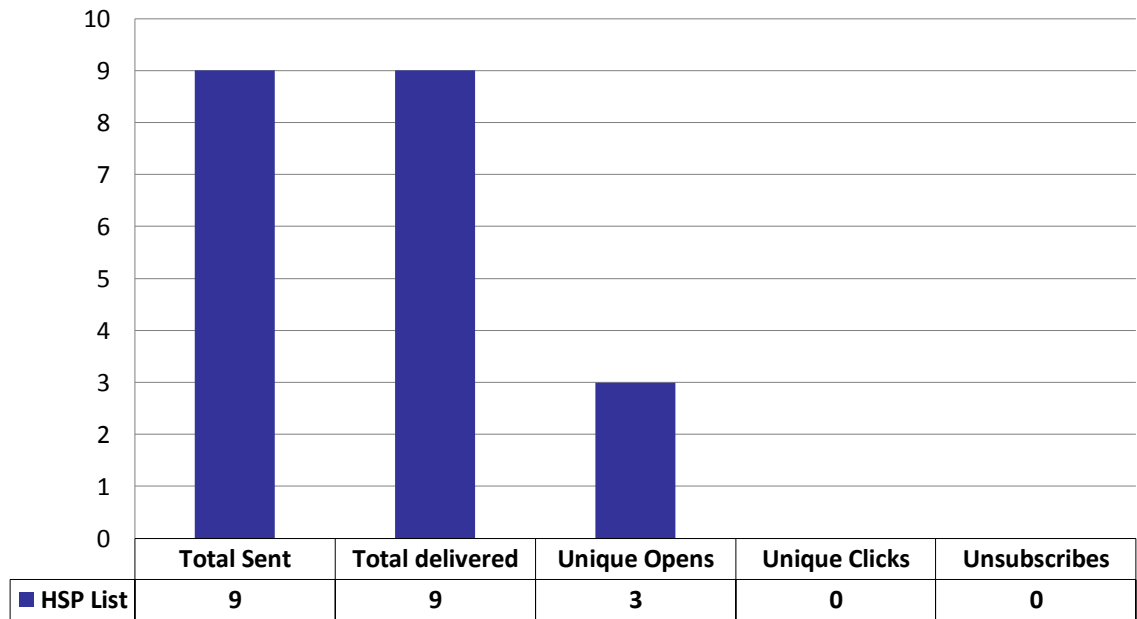
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Trojan Family Weekend - USC Hospitality Follow Up - 10/17/2016





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October 2016

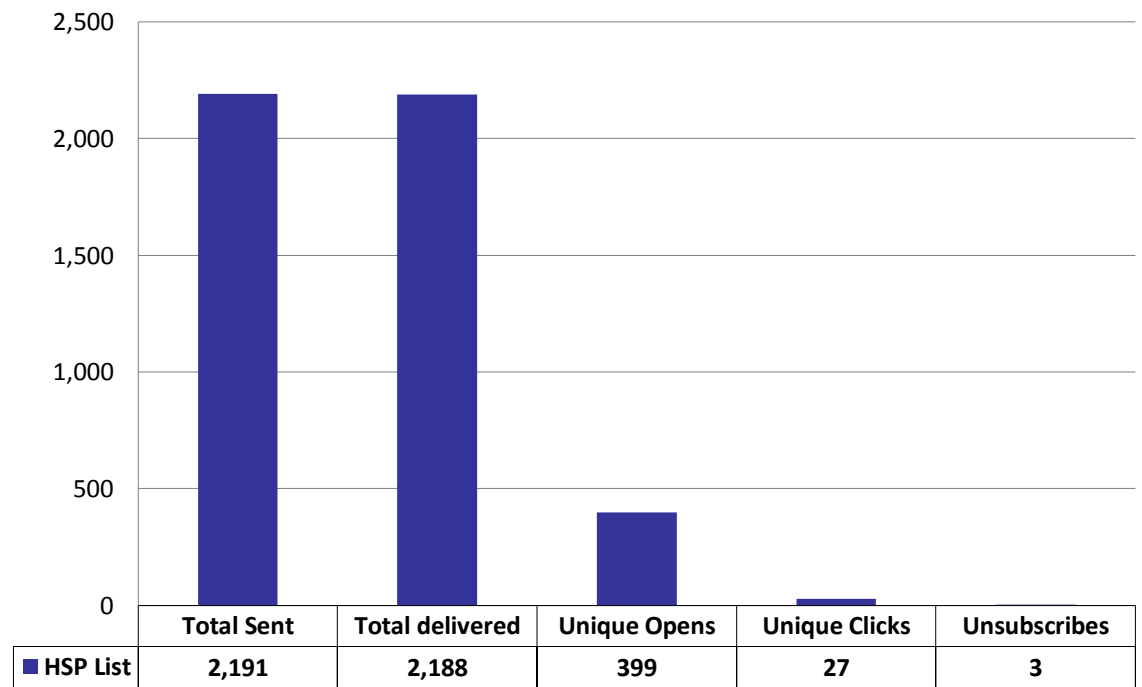
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****Eat On Campus**** October 17-23, 2016 - 10/17/2016





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October 2016

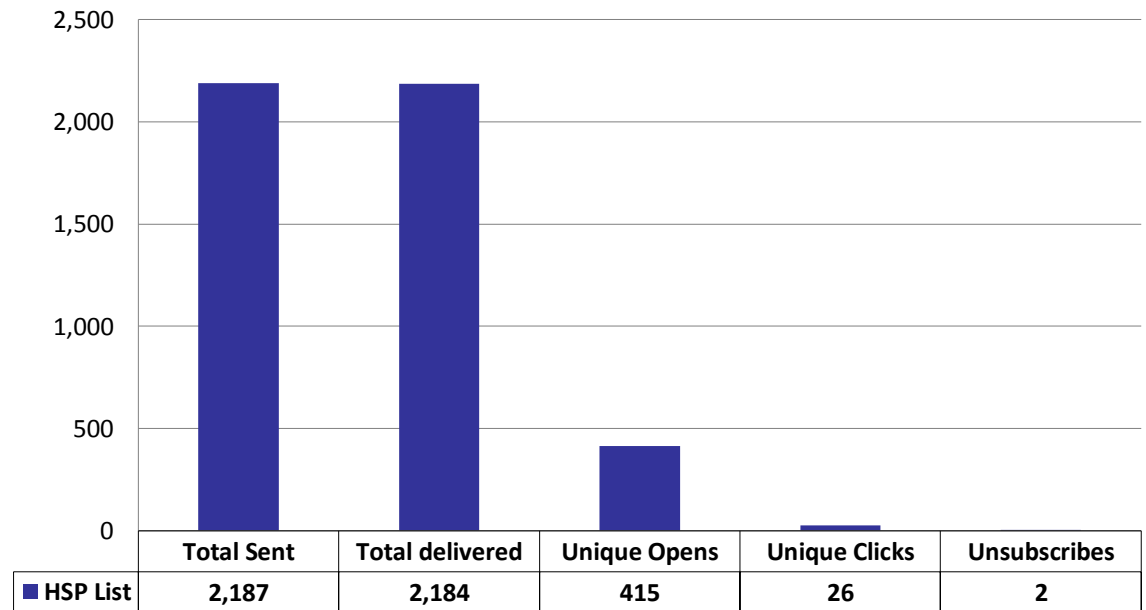
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It's LA Dodgers Week at Traddies! - 10/18/2016





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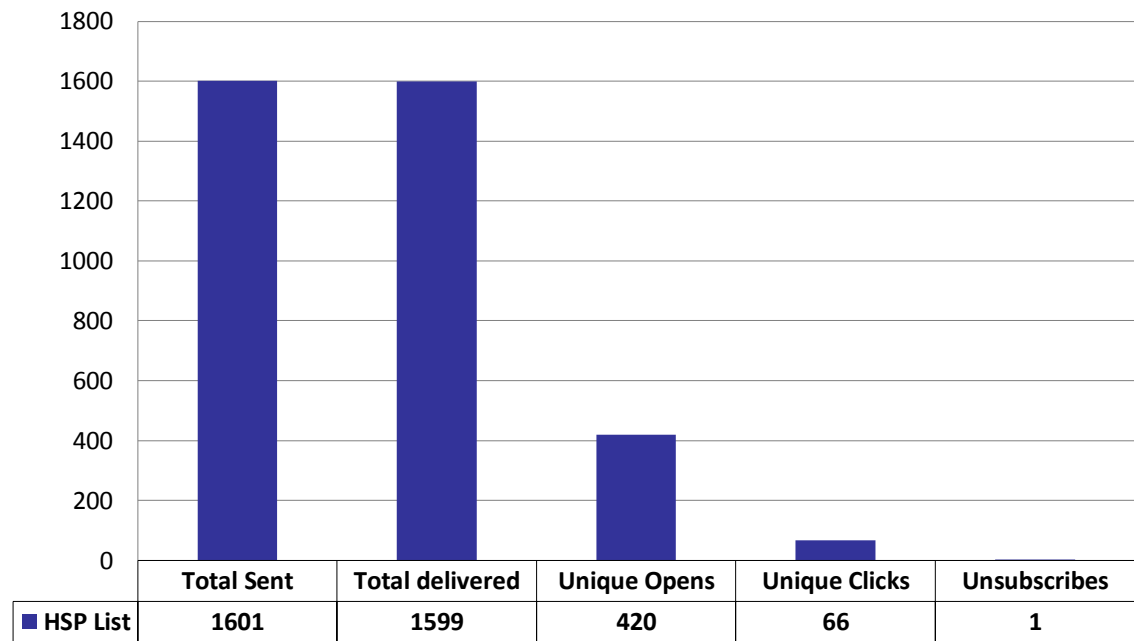
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University Club - This Week - October 19, 2016 - 10/19/2016





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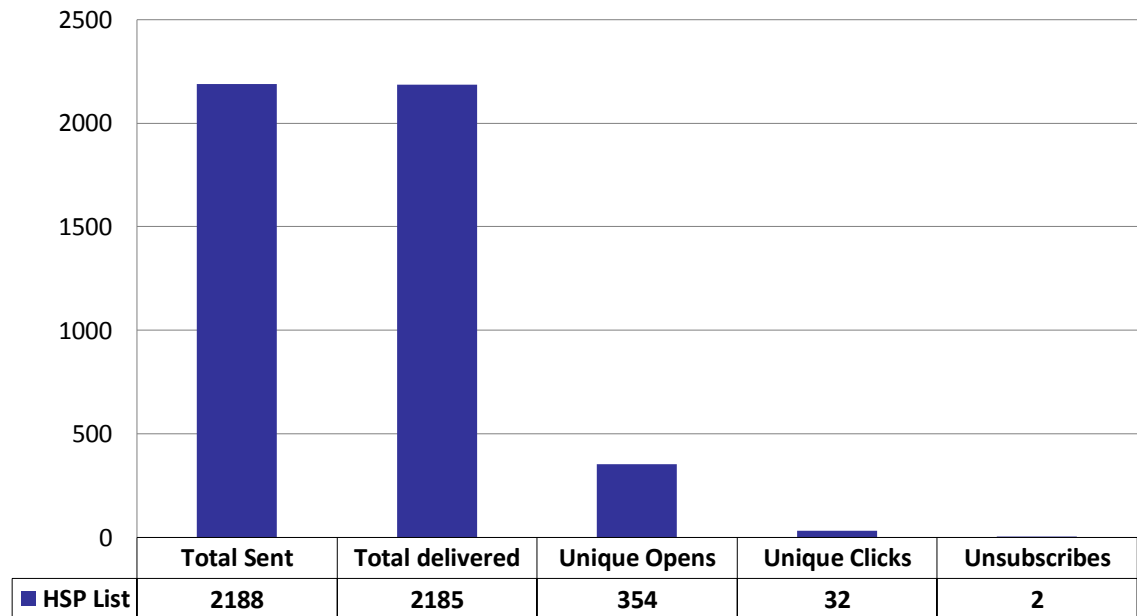
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Eat on Campus October 24-30, 2016 - 10/24/2016





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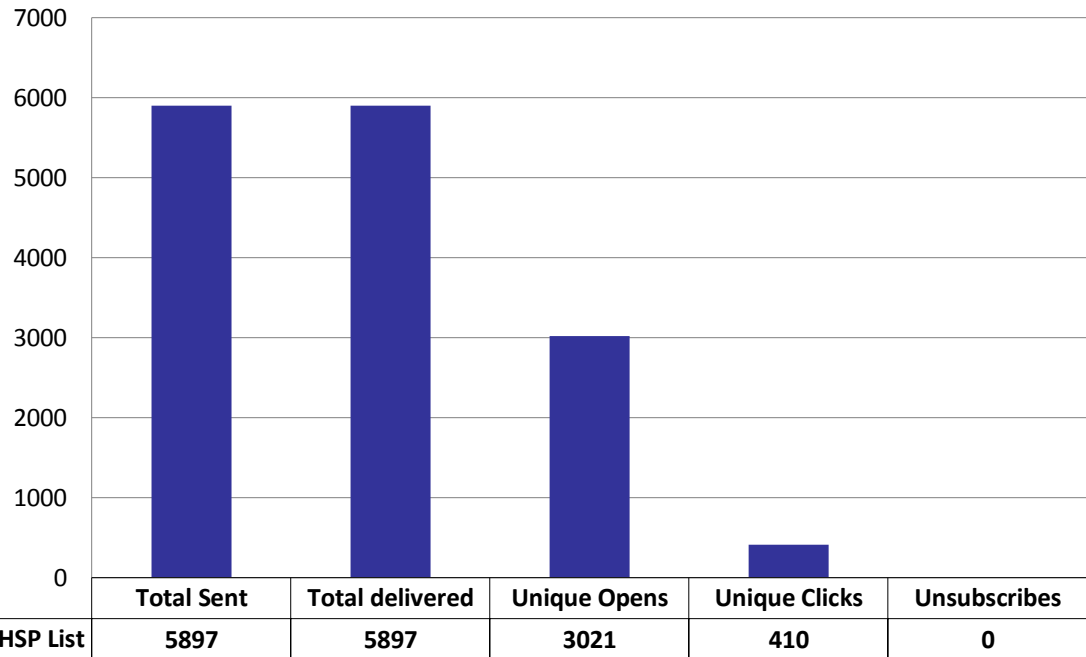
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Trojans! We want to hear from you - Customer Satisfaction Survey -
10/24/2016





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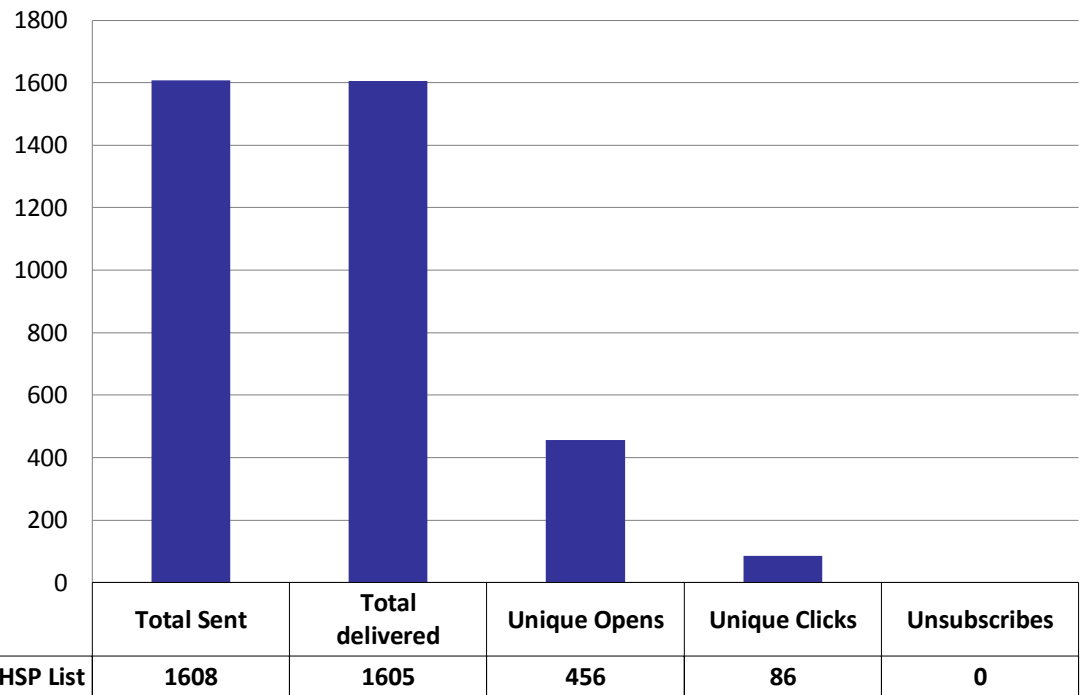
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University Club - This Week - October 24, 2016 - 10/24/2016





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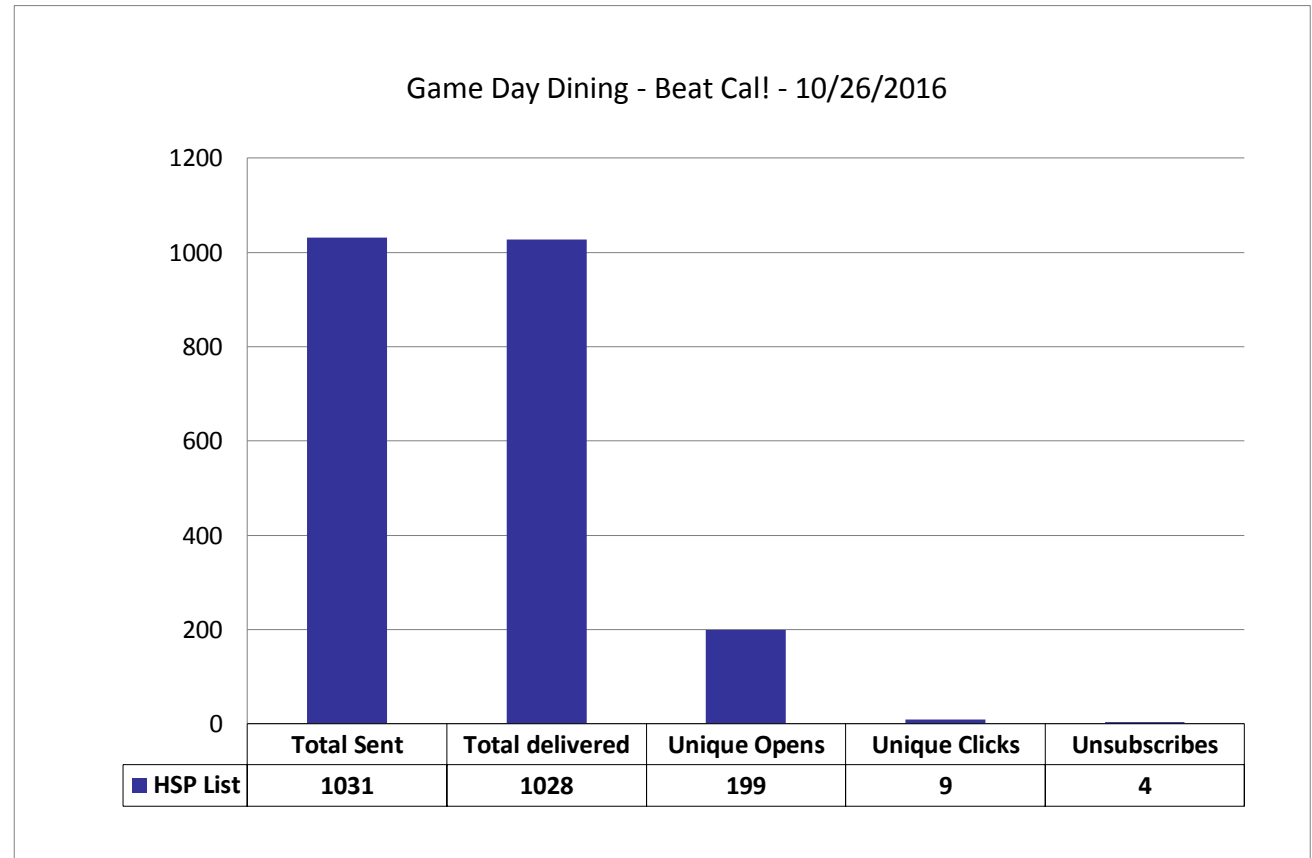
October 2016

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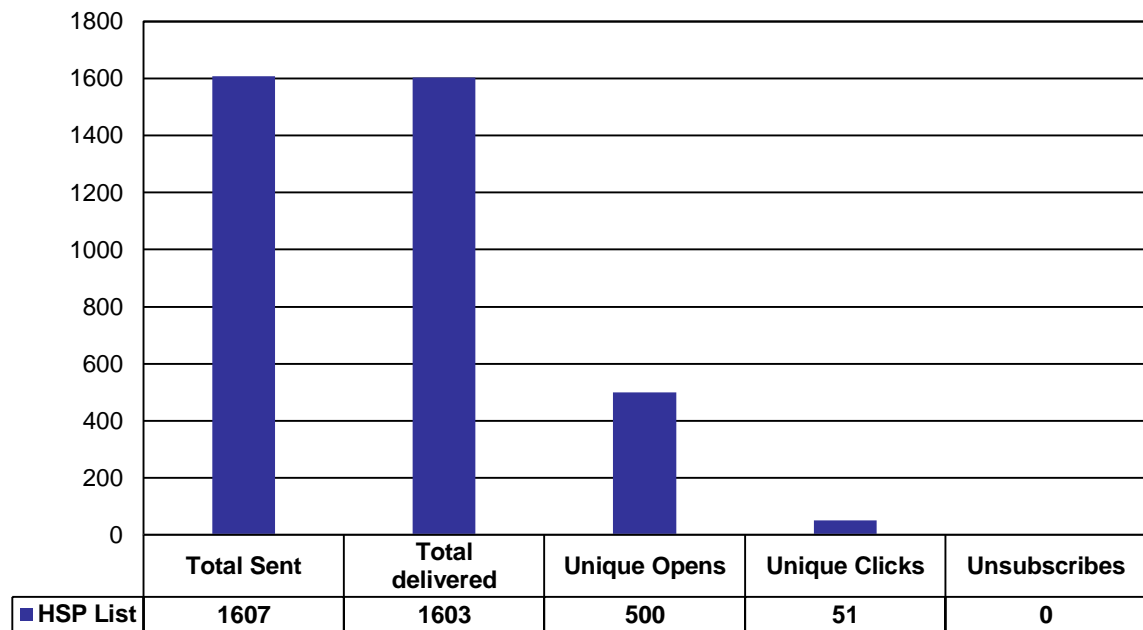
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University Club - Football Pre-Game Buffet this Thursday - 10/26/2016





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October 2016

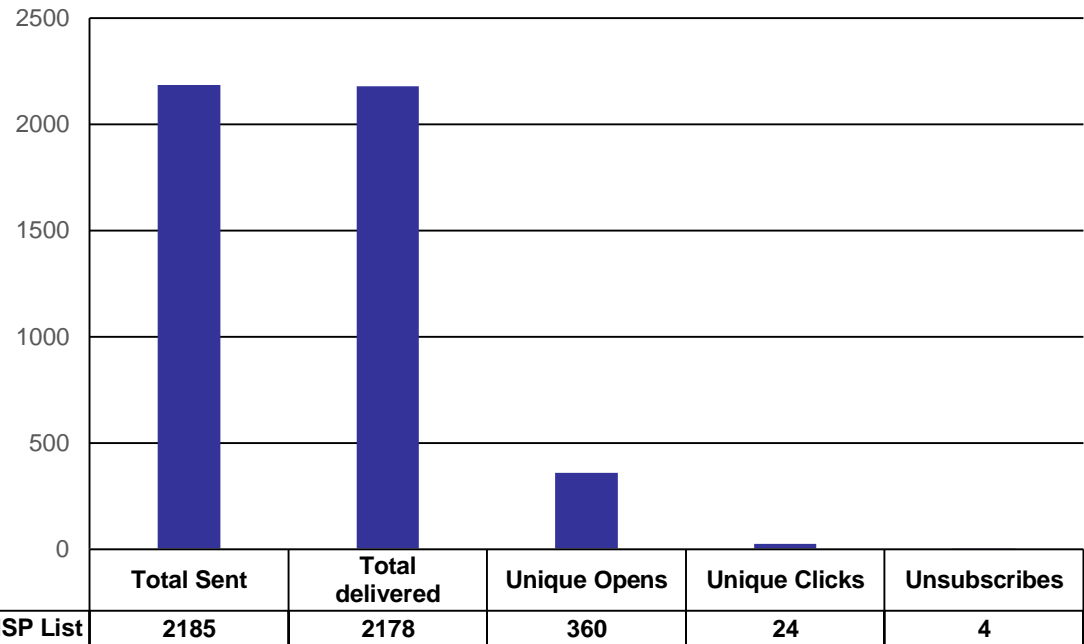
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****Eat On Campus**** October 31 - November 6, 2016





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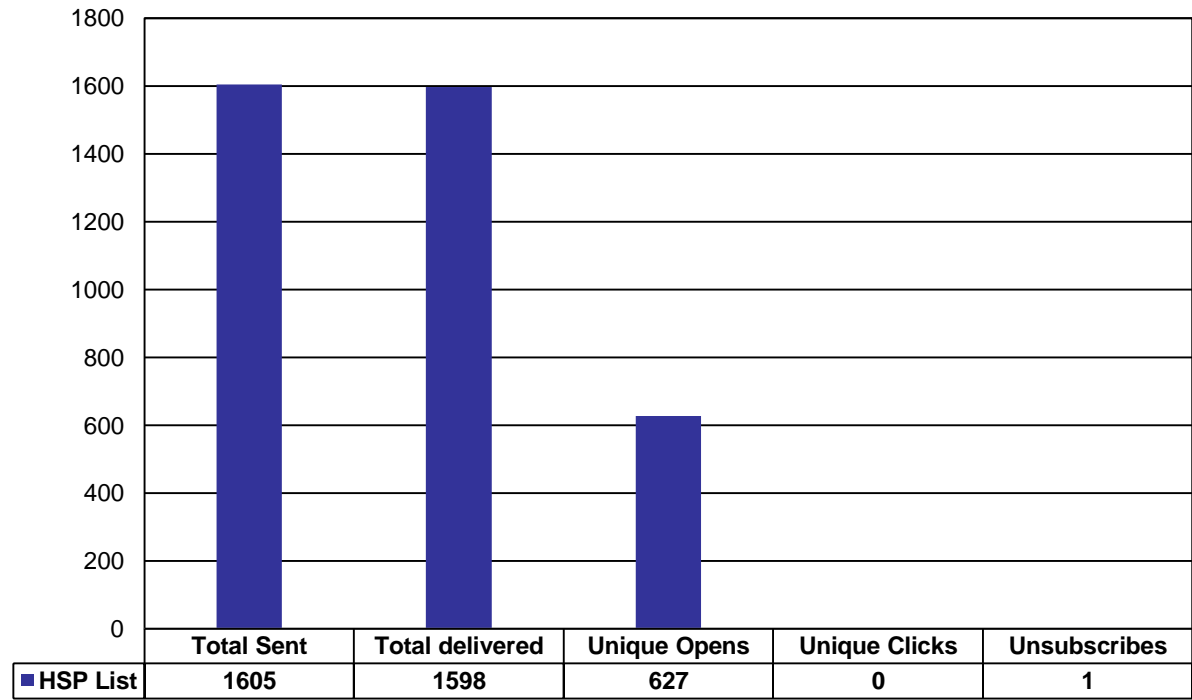
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Invitation to Annual Holiday Dinner - 10/31/2016





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October 2016

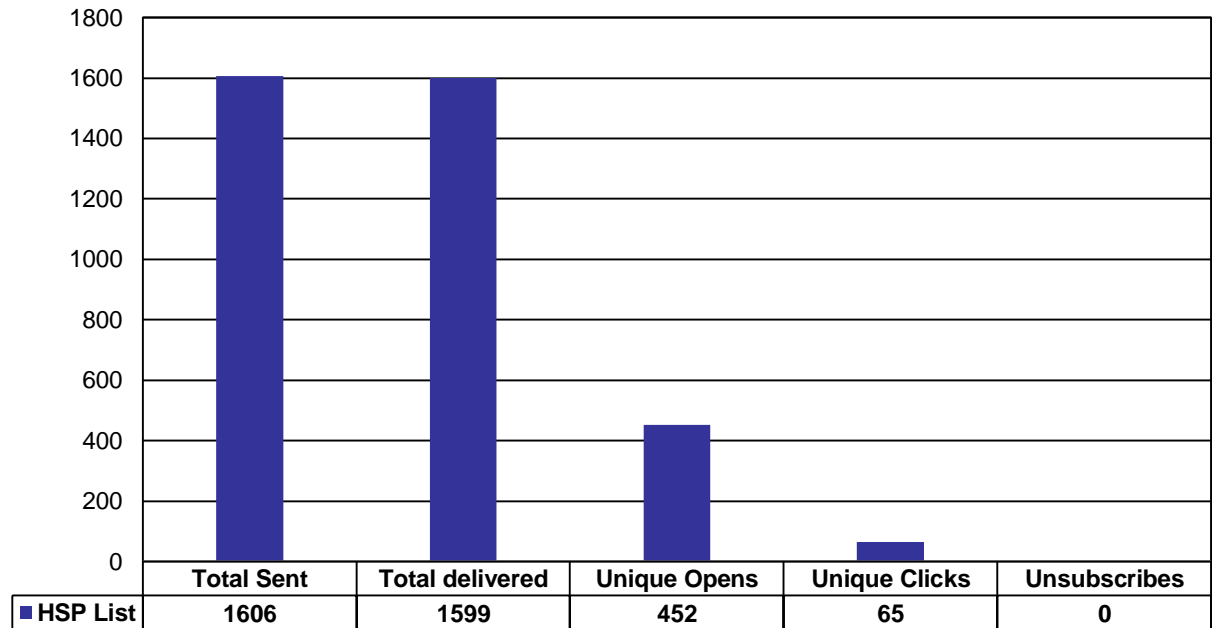
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USC University Club Newsletter: October 31, 2016 - 10/31/2016





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October 2016

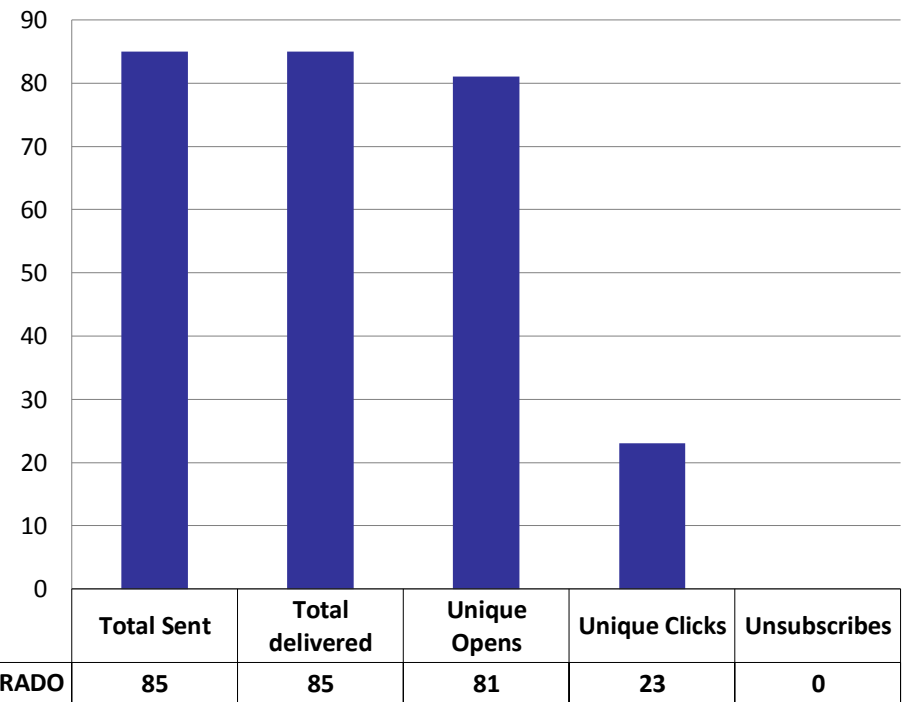
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INTERIOR DETAIL OCTOBER 8TH - 10/03/2016





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Email Campaign Reports

October 2016

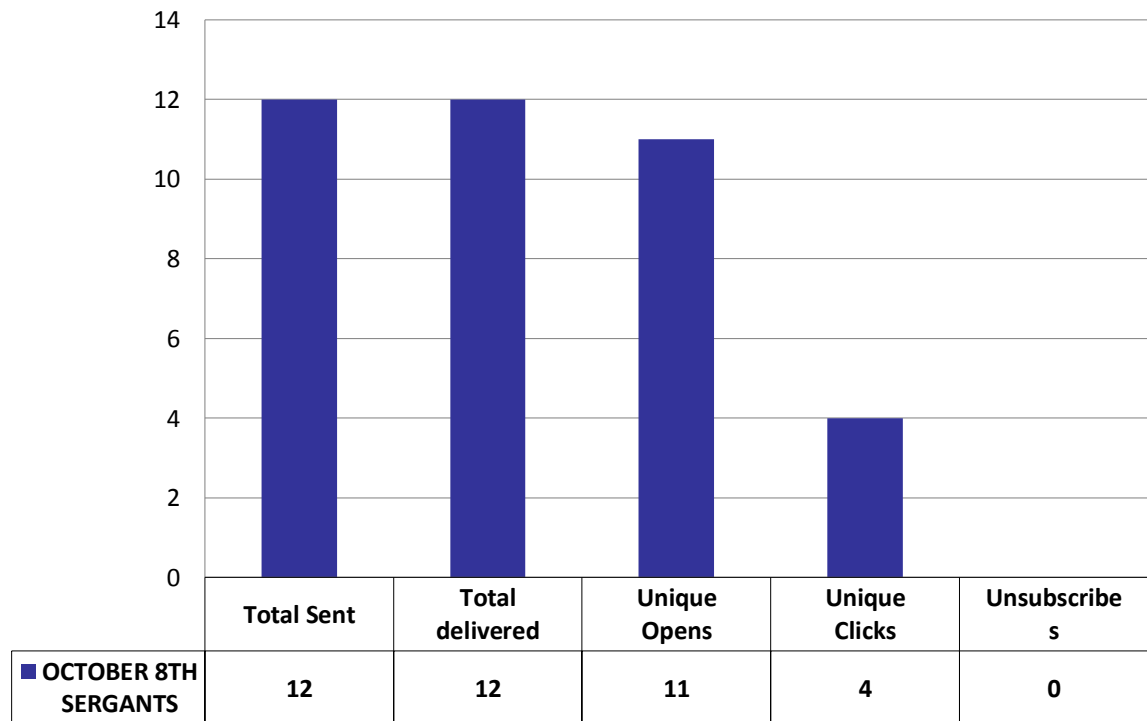
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OCTOBER 8TH SERGANTS - 10/03/2016





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October 2016

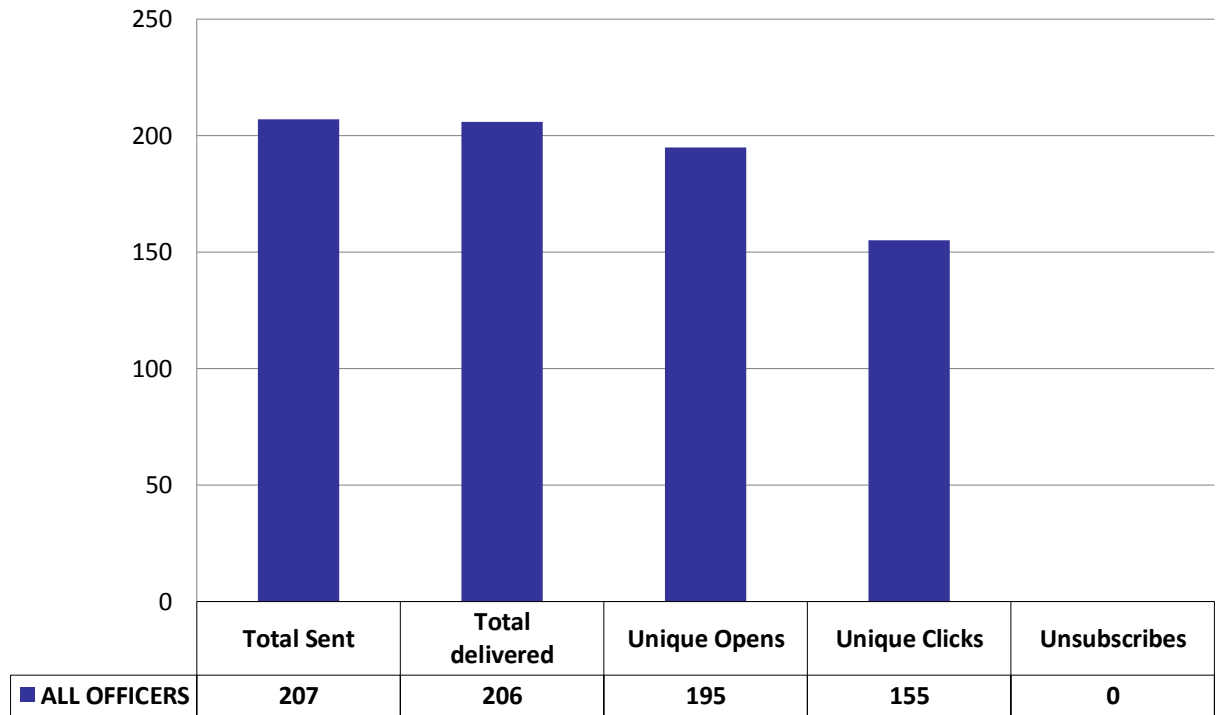
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List of officers for next 3 Coliseum football events - 10/03/2016





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Email Campaign Reports

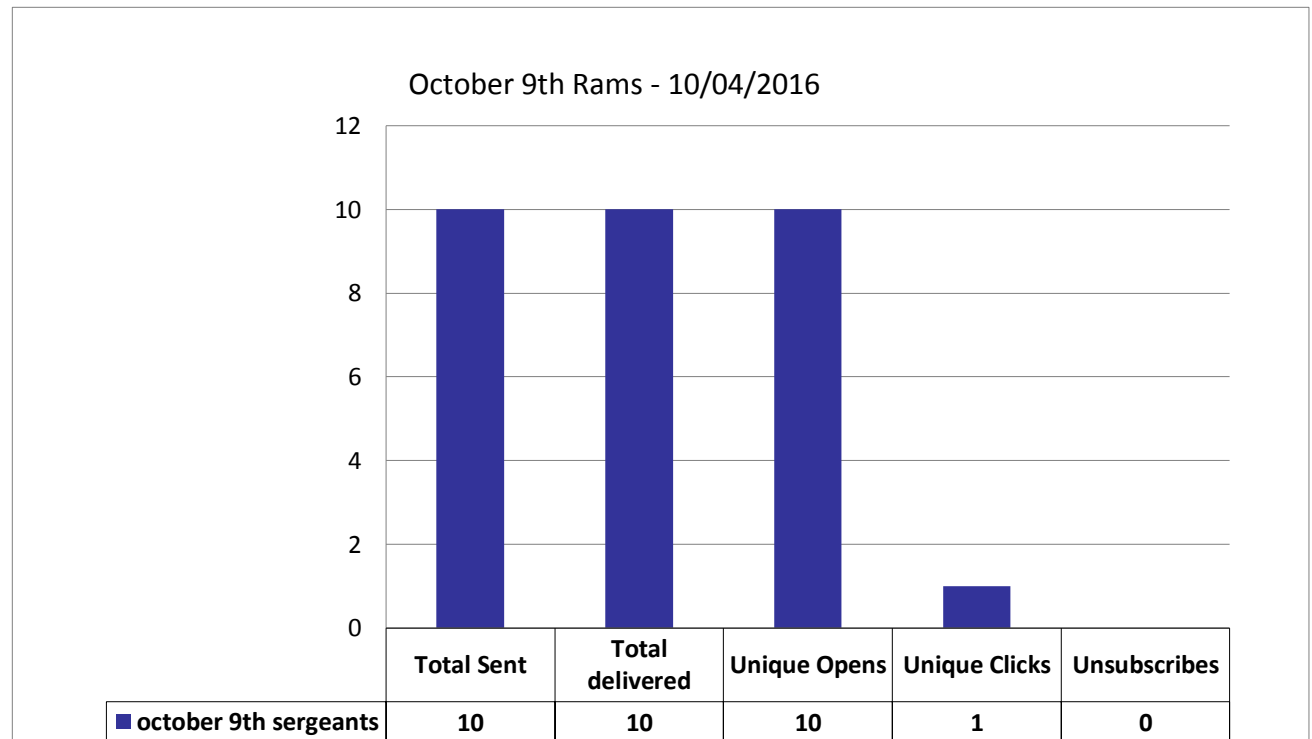
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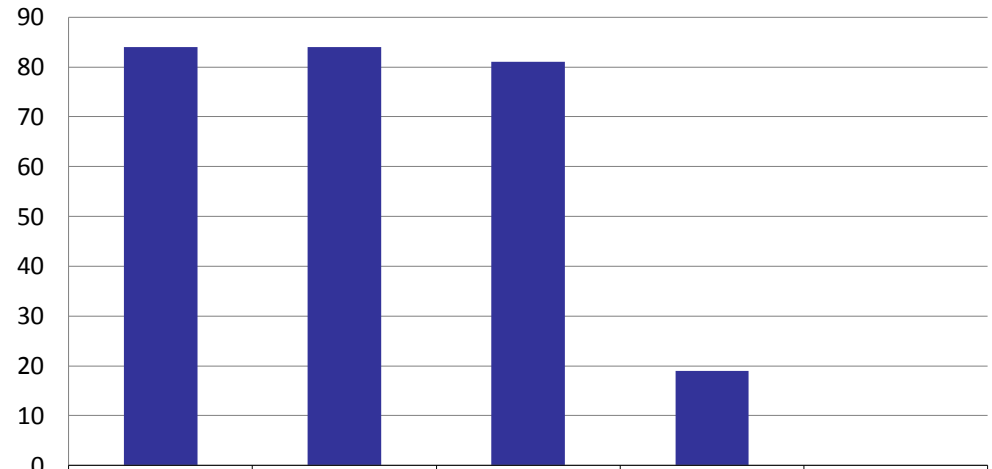
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October 9th interior officers - 10/04/2016



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
■ October 9th interior officers	84	84	81	19	0

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October 2016

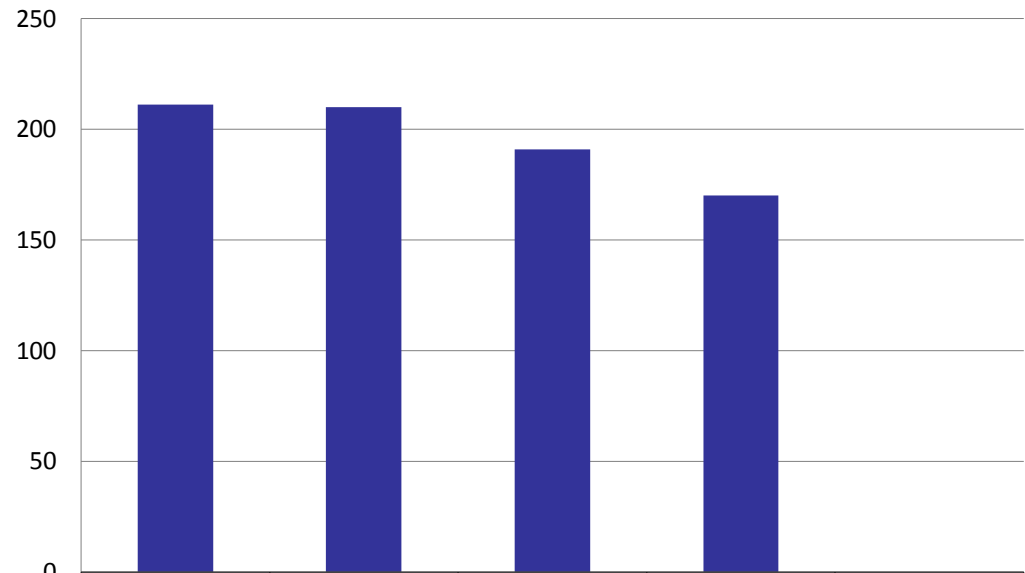
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List of officers for the next three Coliseum football games - 10/12/2016



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
■ all officers 10/12/16	211	210	191	170	0

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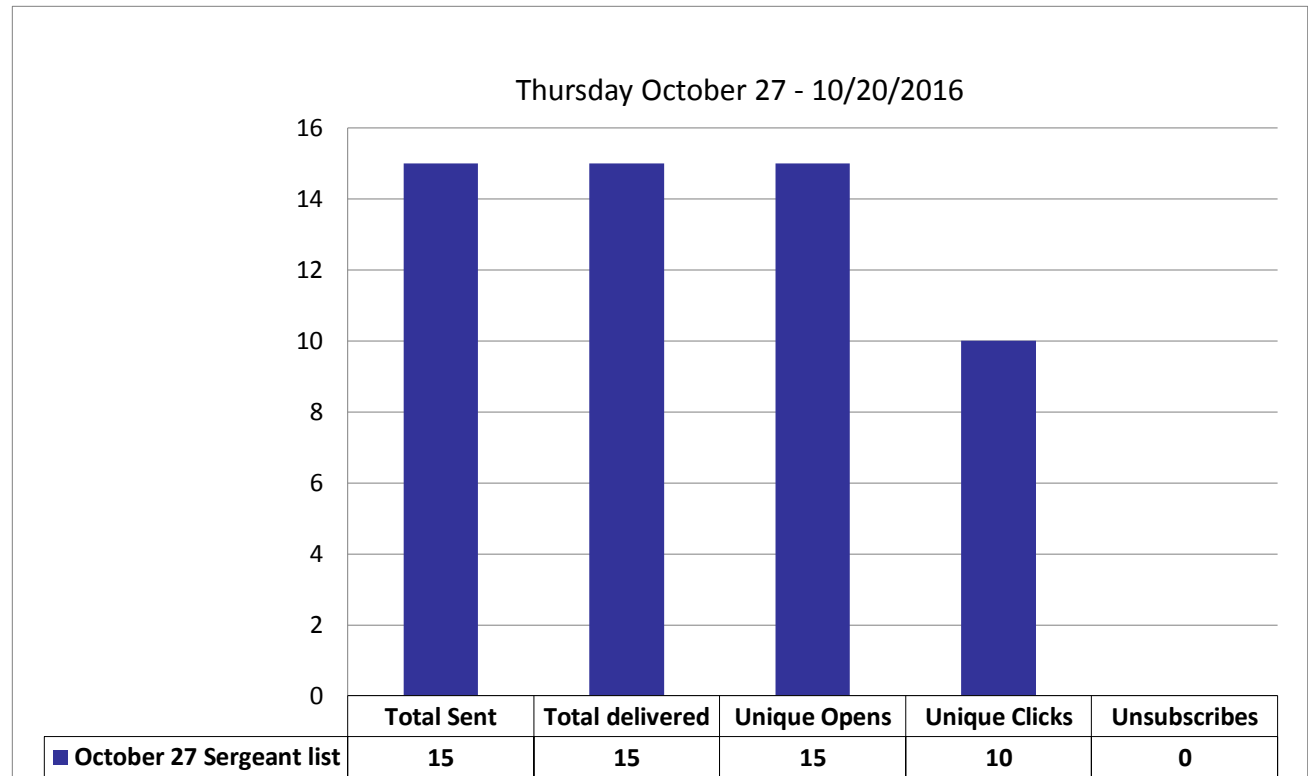
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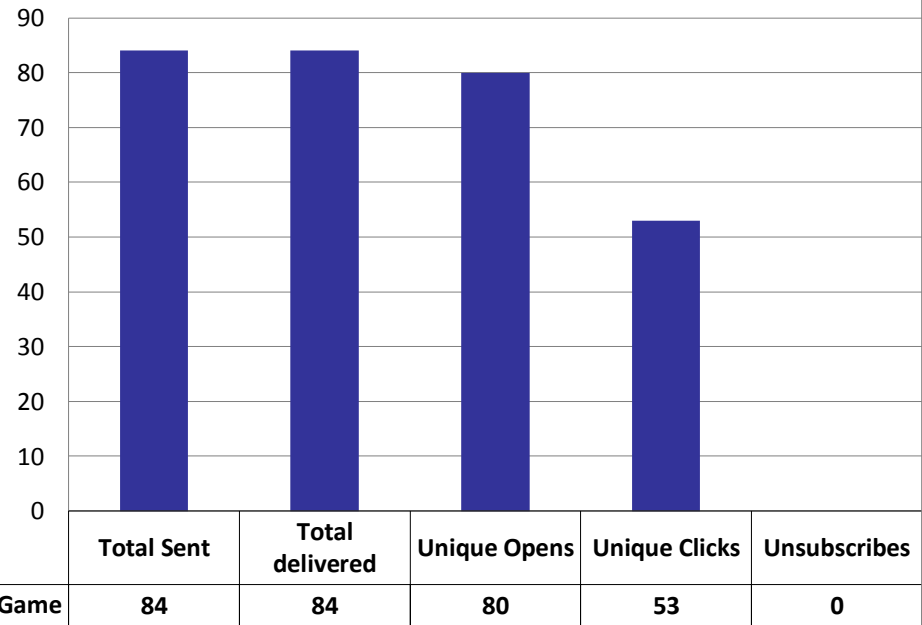
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Thursday October 27 USC vs. California - 10/20/2016





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October 2016

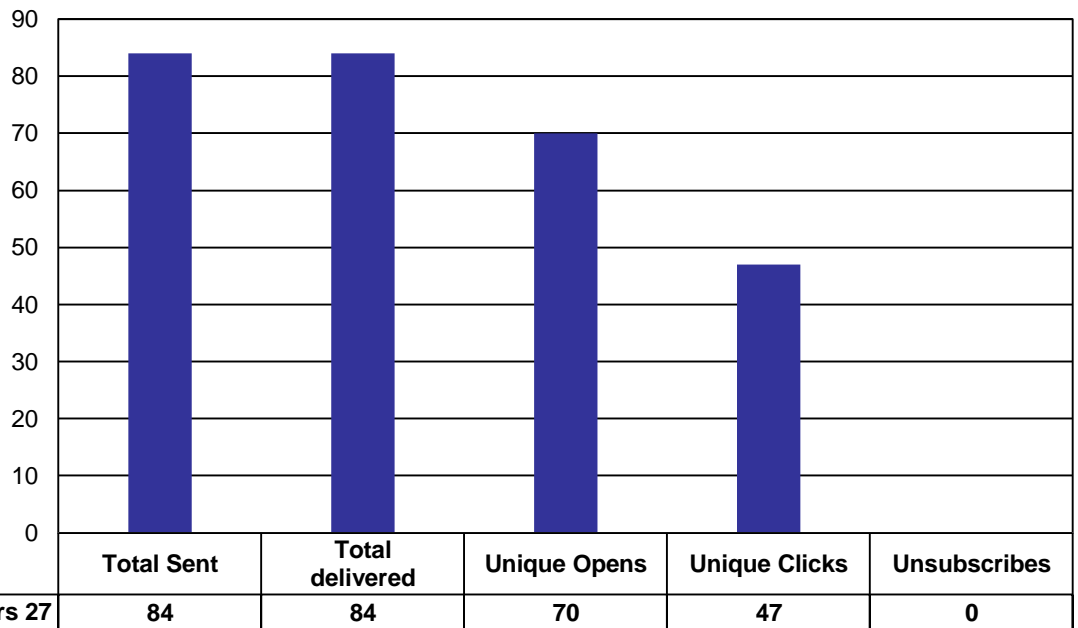
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Parking for todays event changed - 10/27/2016





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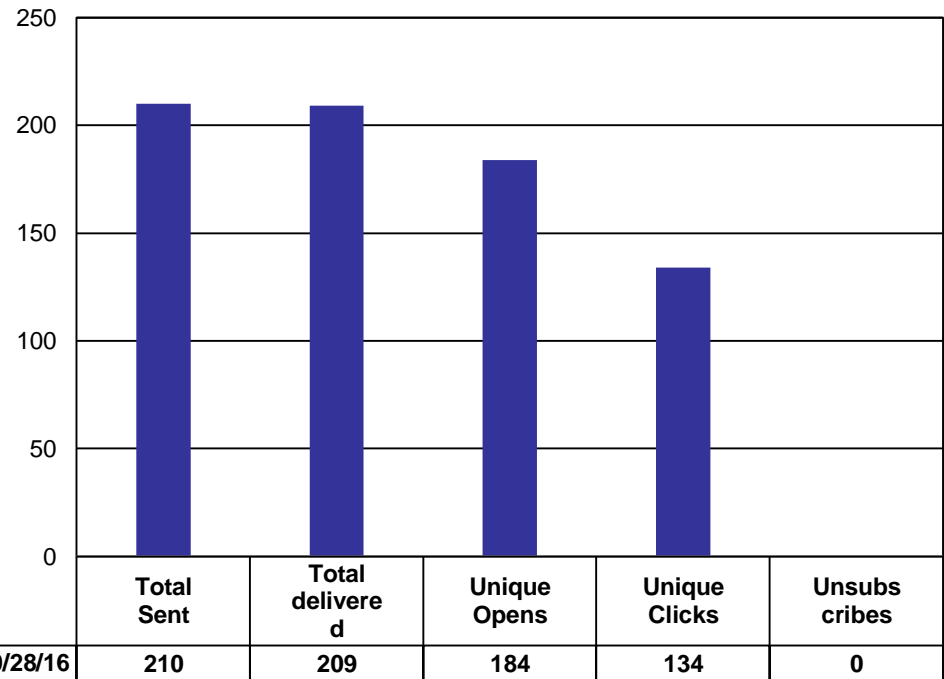
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Scheduled officers for back to back games - 10/27/2016





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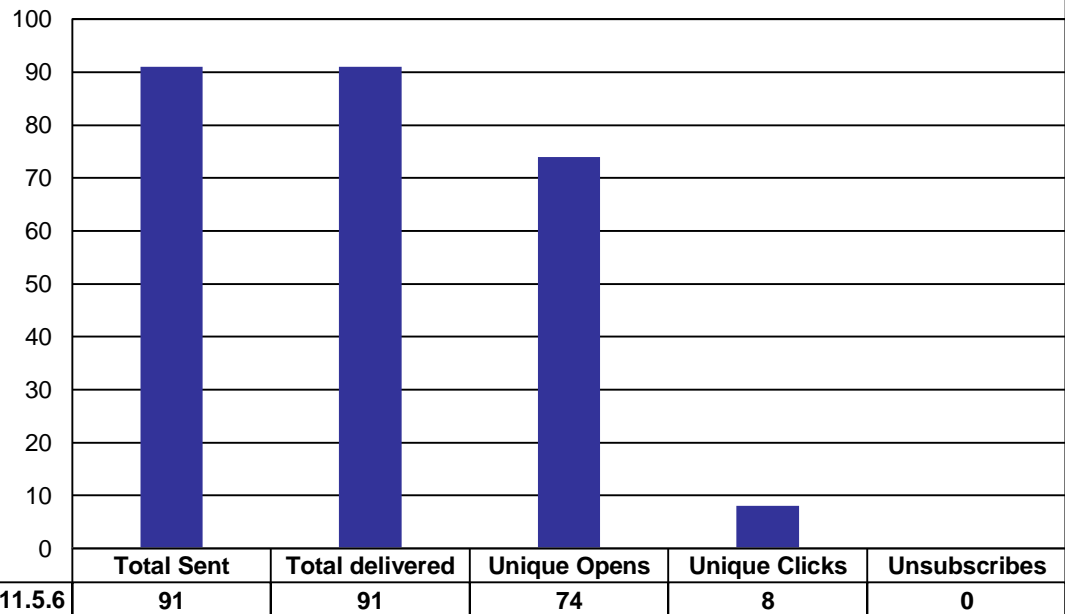
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USC vs. Oregon - 10/31/2016



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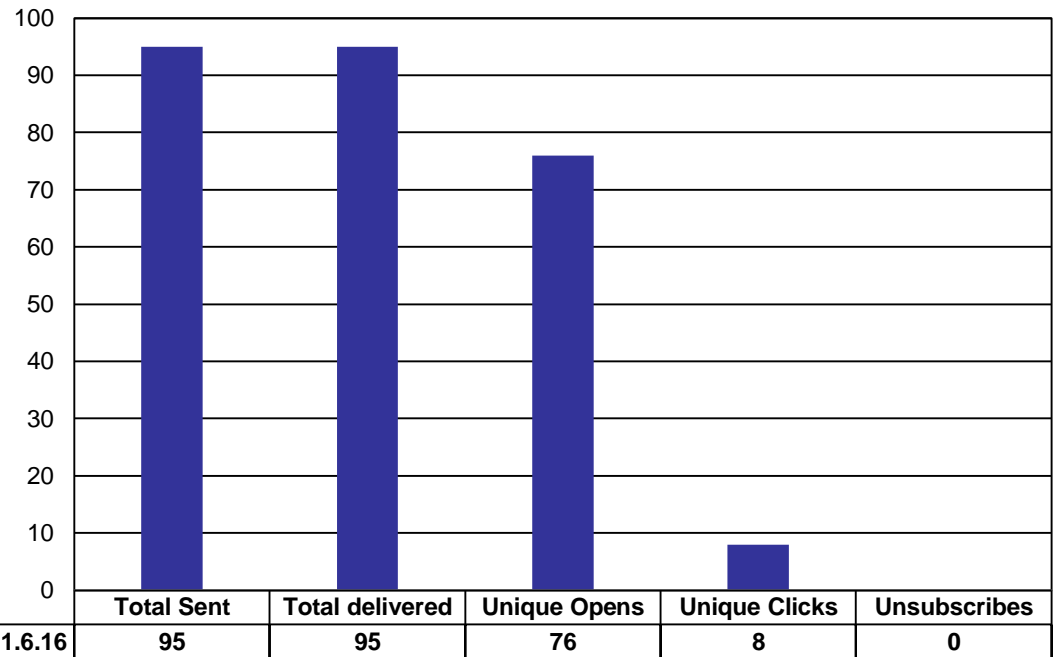
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Rams vs. Carolina Panthers - 10/31/2016





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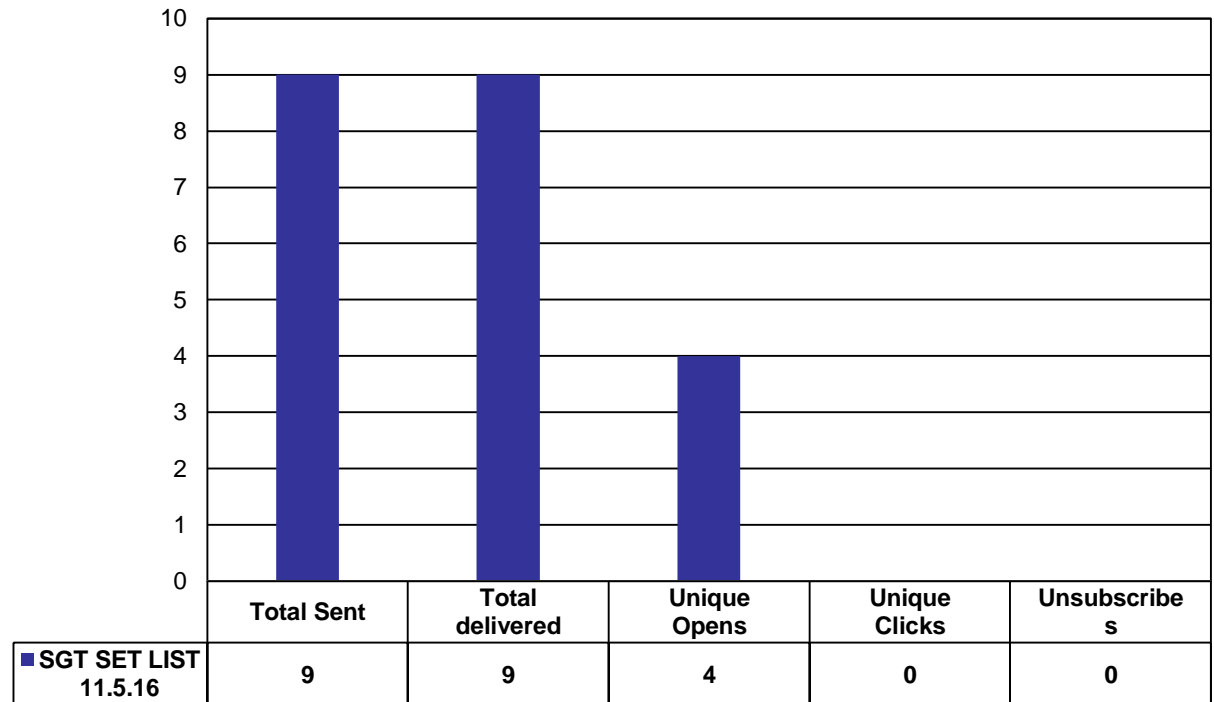
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USC vs. Oregon - 10/31/2016





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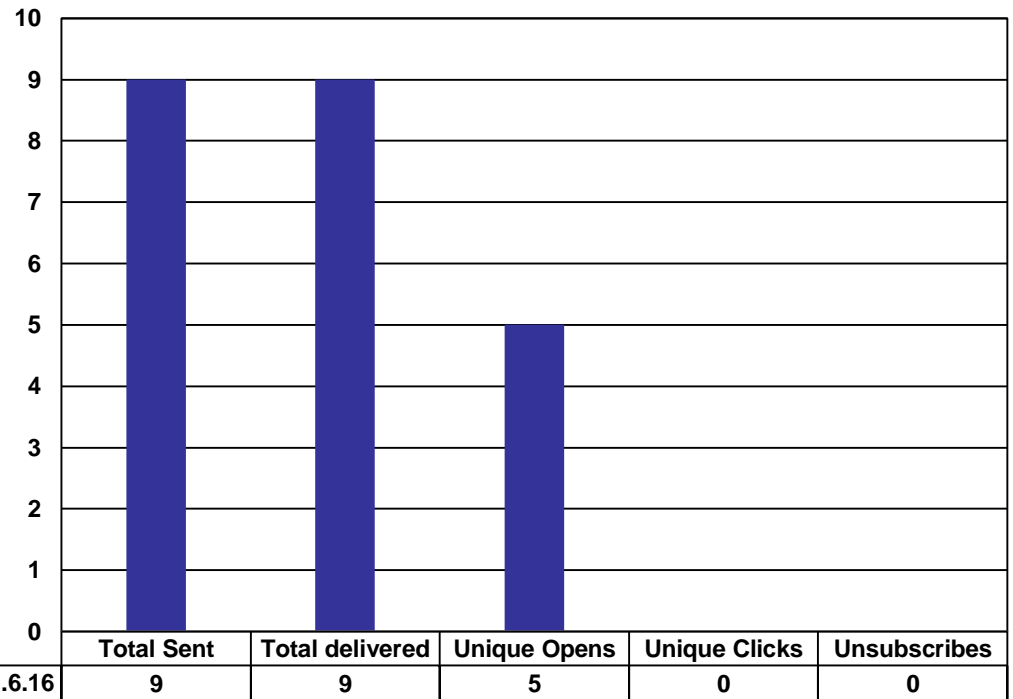
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Rams vs. Carolina Panthers - 10/31/2016





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Customer Satisfaction Report

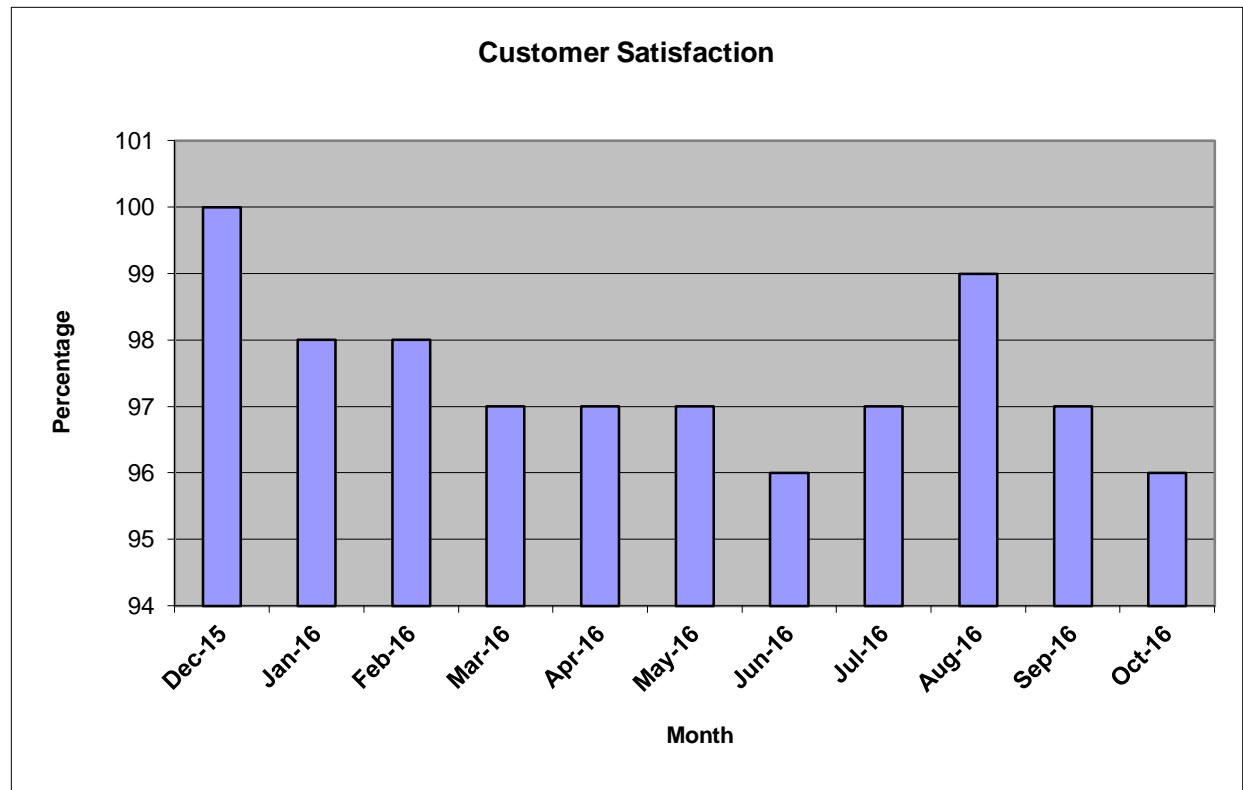
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Thank You !!