



AUXILIARY SERVICES IT

AS IT MONTHLY REPORTS

For October 2018

TO CREATE
THE BEST USC
EXPERIENCE.

BEST PEOPLE.
BEST PRODUCT.
BEST SERVICE.

USC BOOKSTORES. USC HOSPITALITY.
USC HOUSING. USC TRANSPORTATION.
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USCAUXILIARY SERVICESIT

AGENDA

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

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USCAUXILIARYSERVICESIT

Service Desk Reports

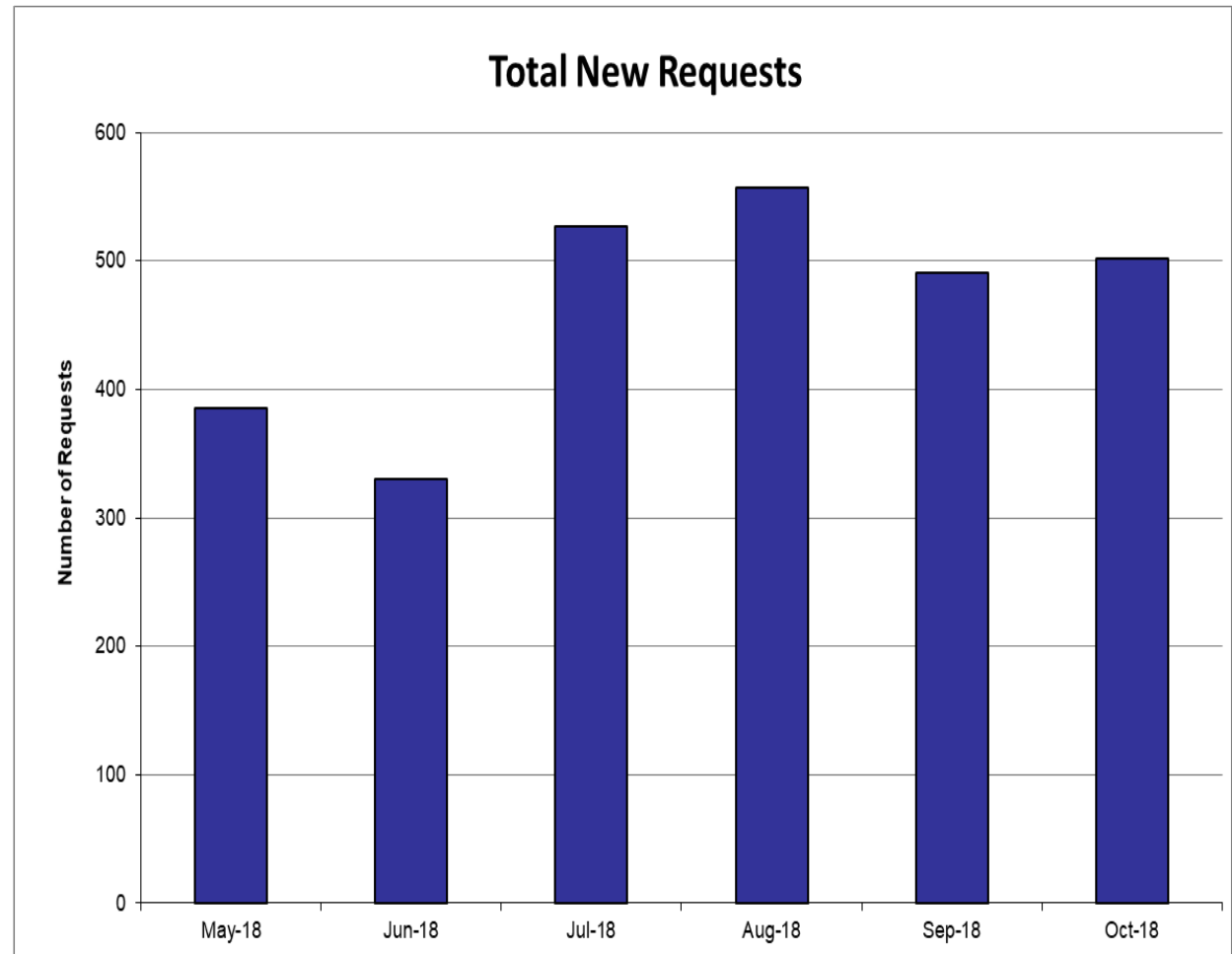
October 2018

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Service Desk Reports

October 2018

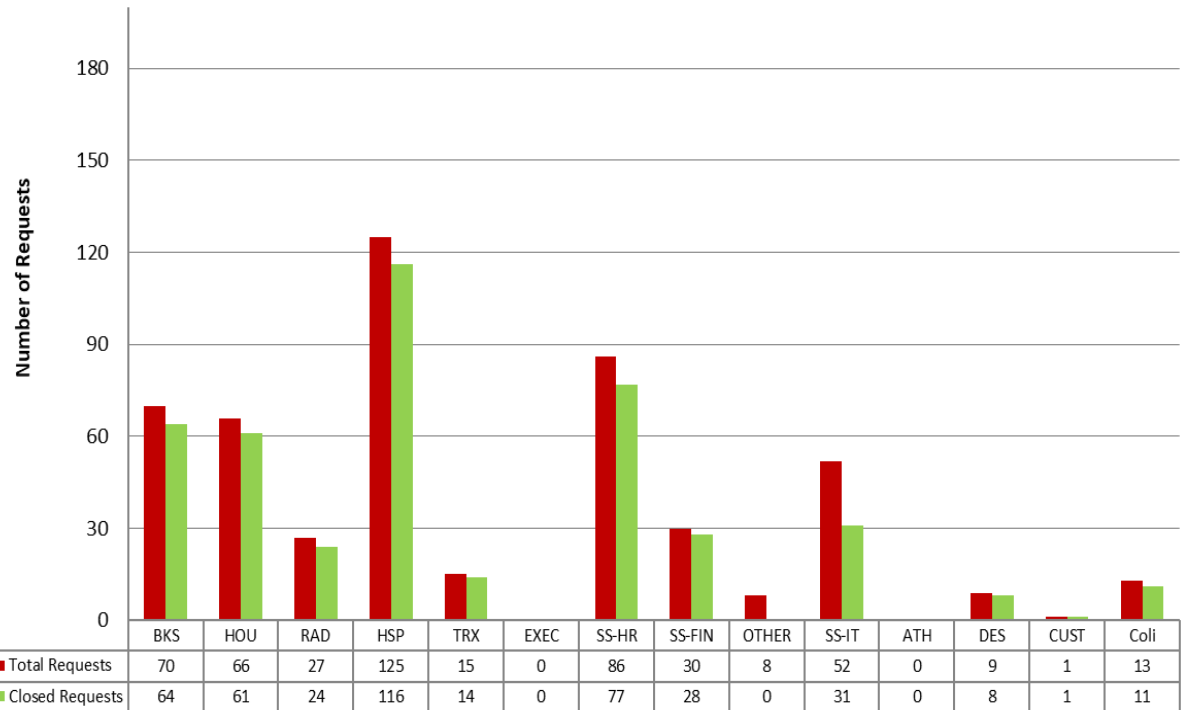
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Total New Vs Closed Requests





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Service Desk Reports

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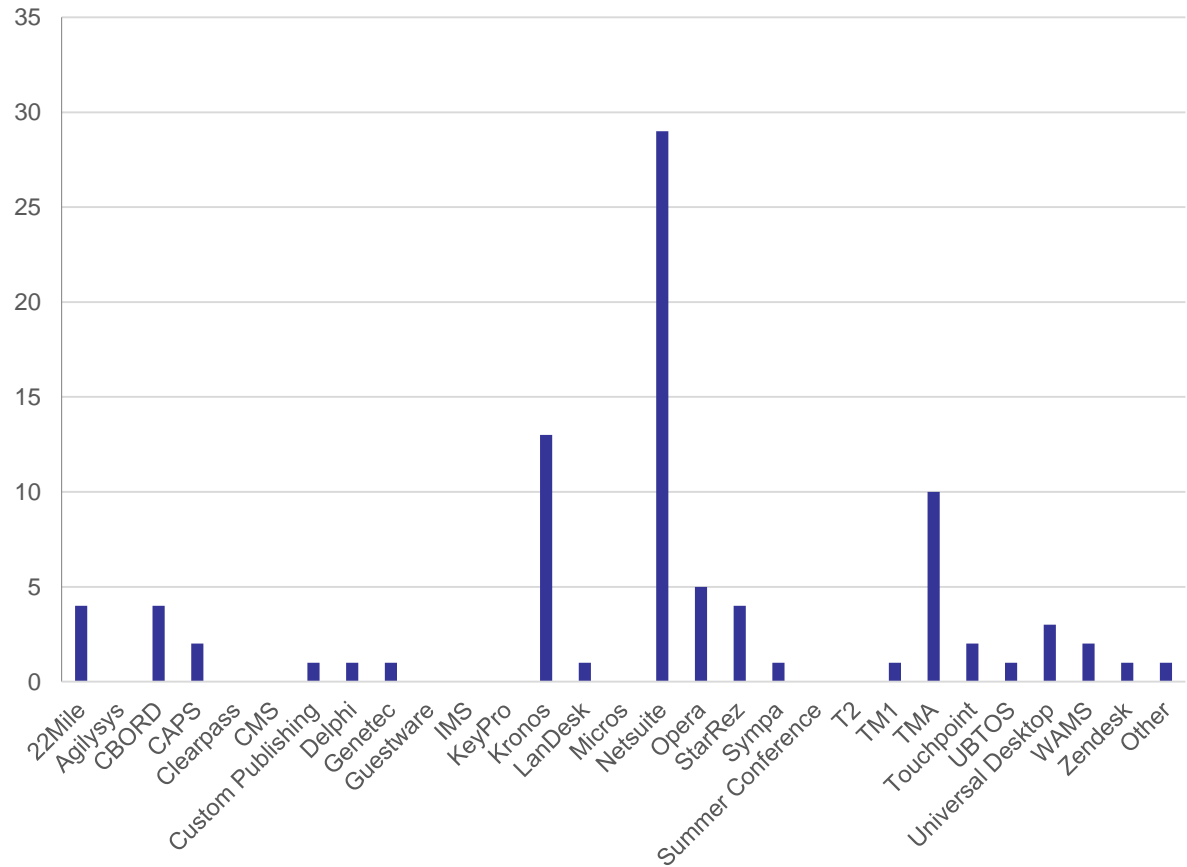
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Requests By BU System





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Service Desk Reports

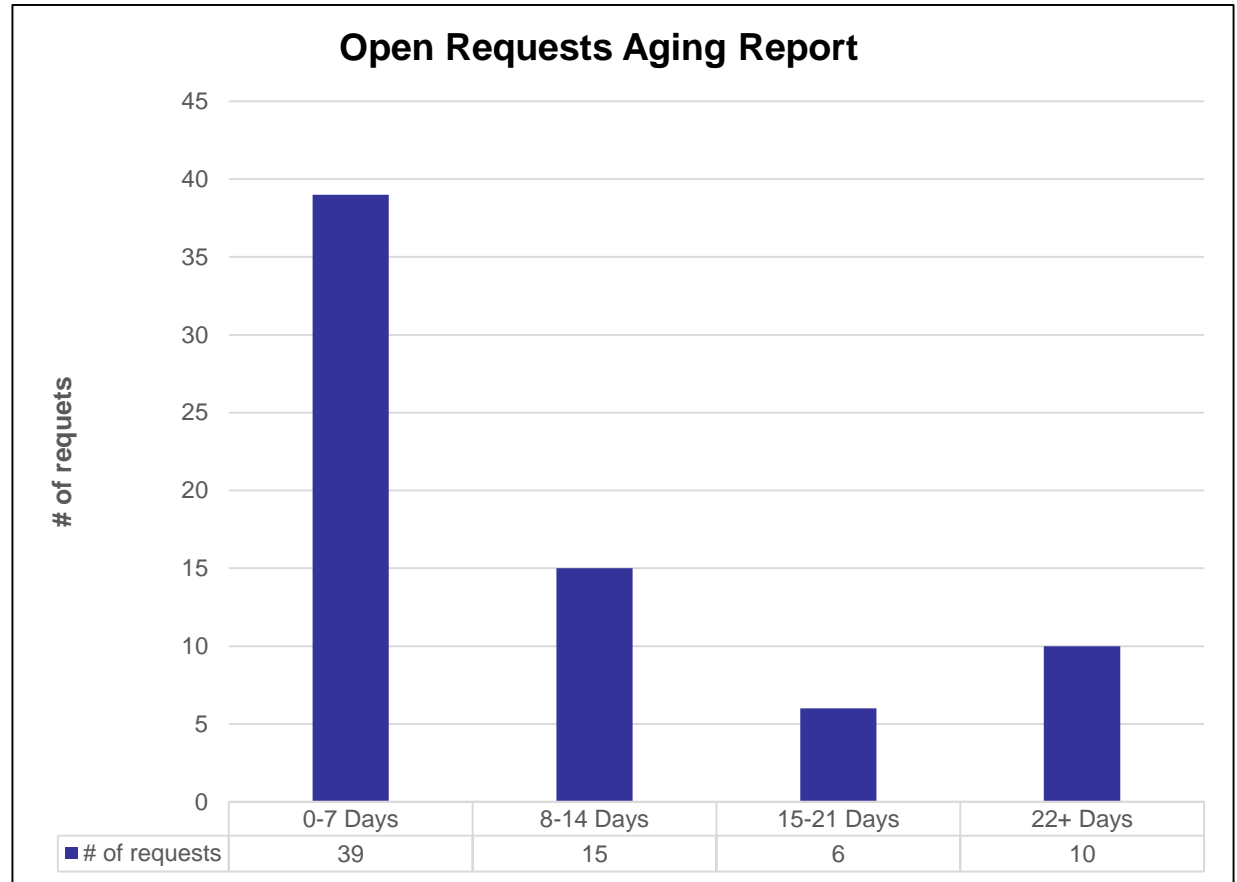
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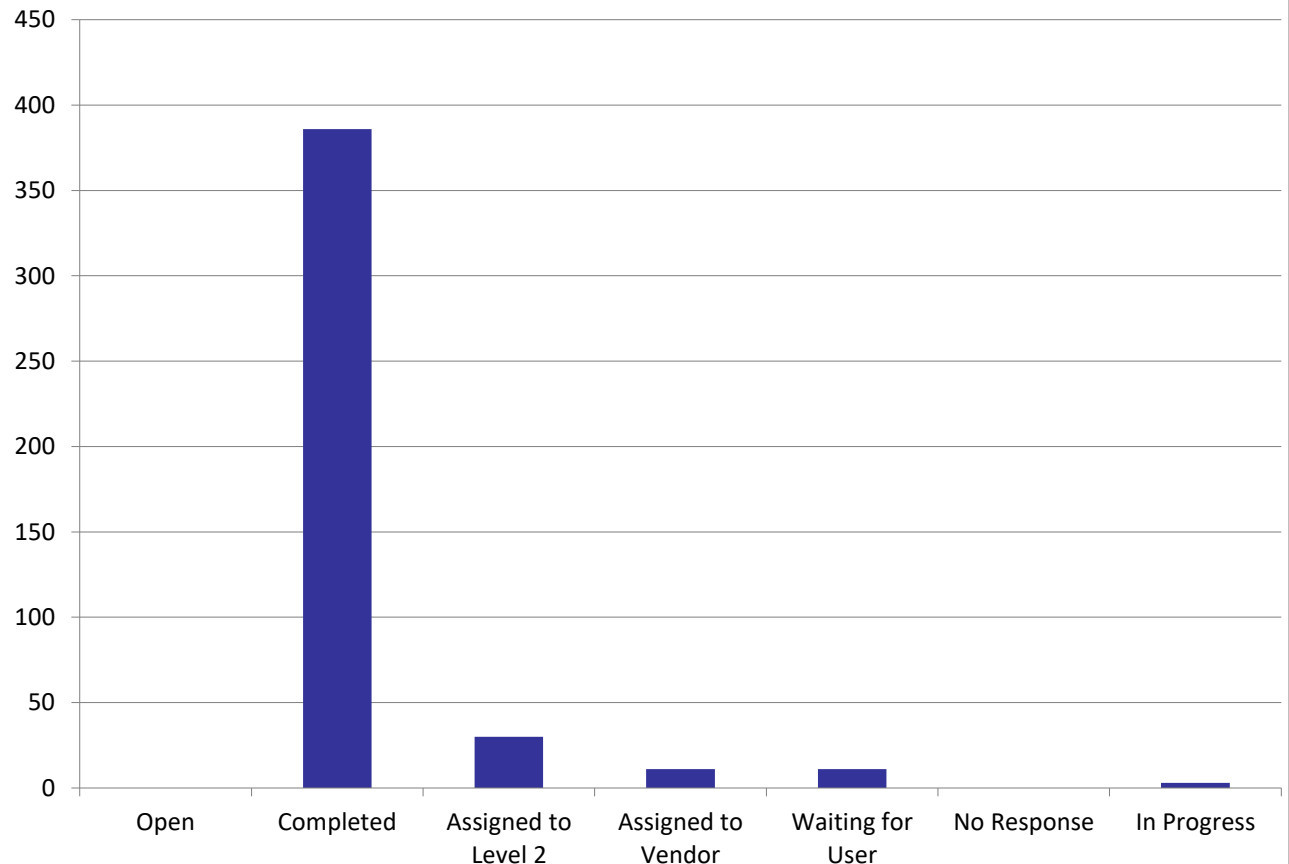
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of Web Requests Opened By Status





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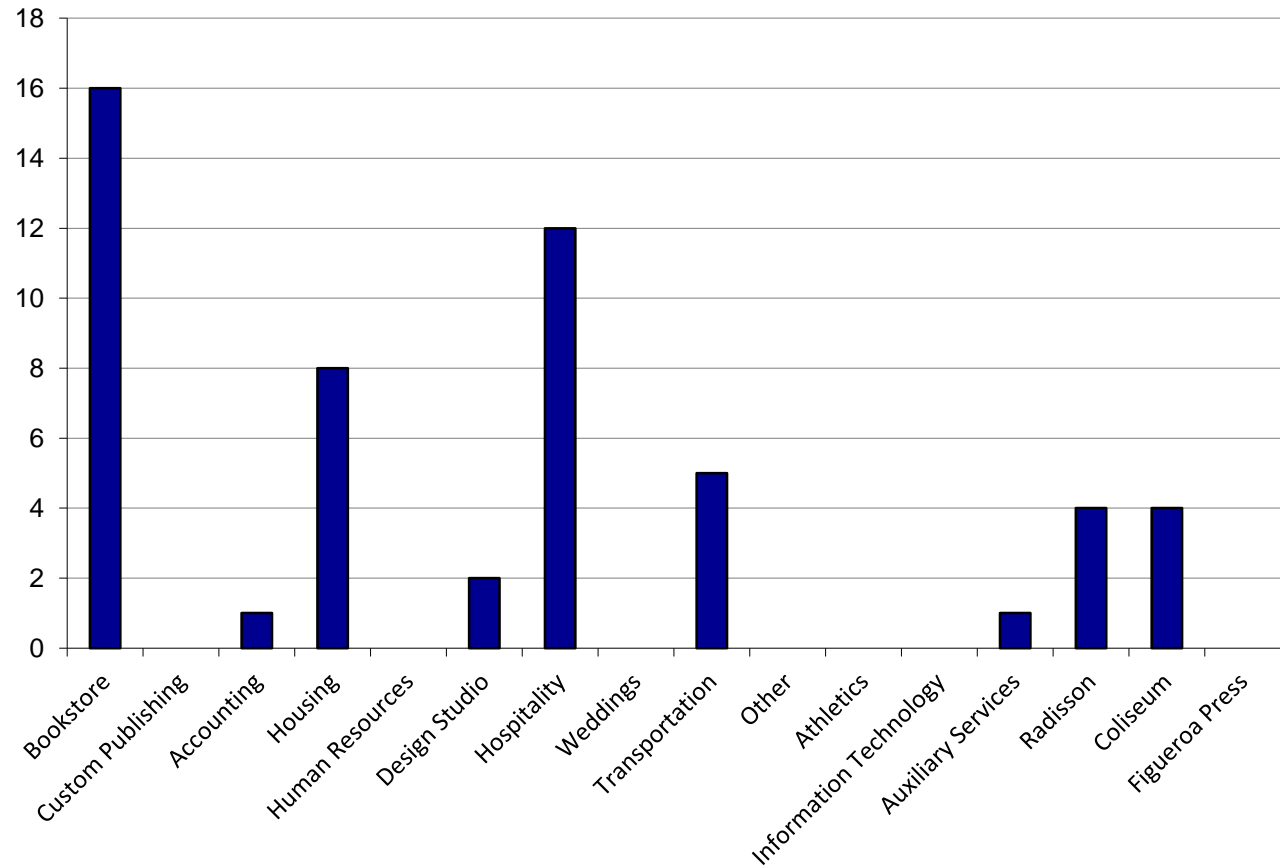
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of Web Requests Opened By Unit





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Service Desk Reports

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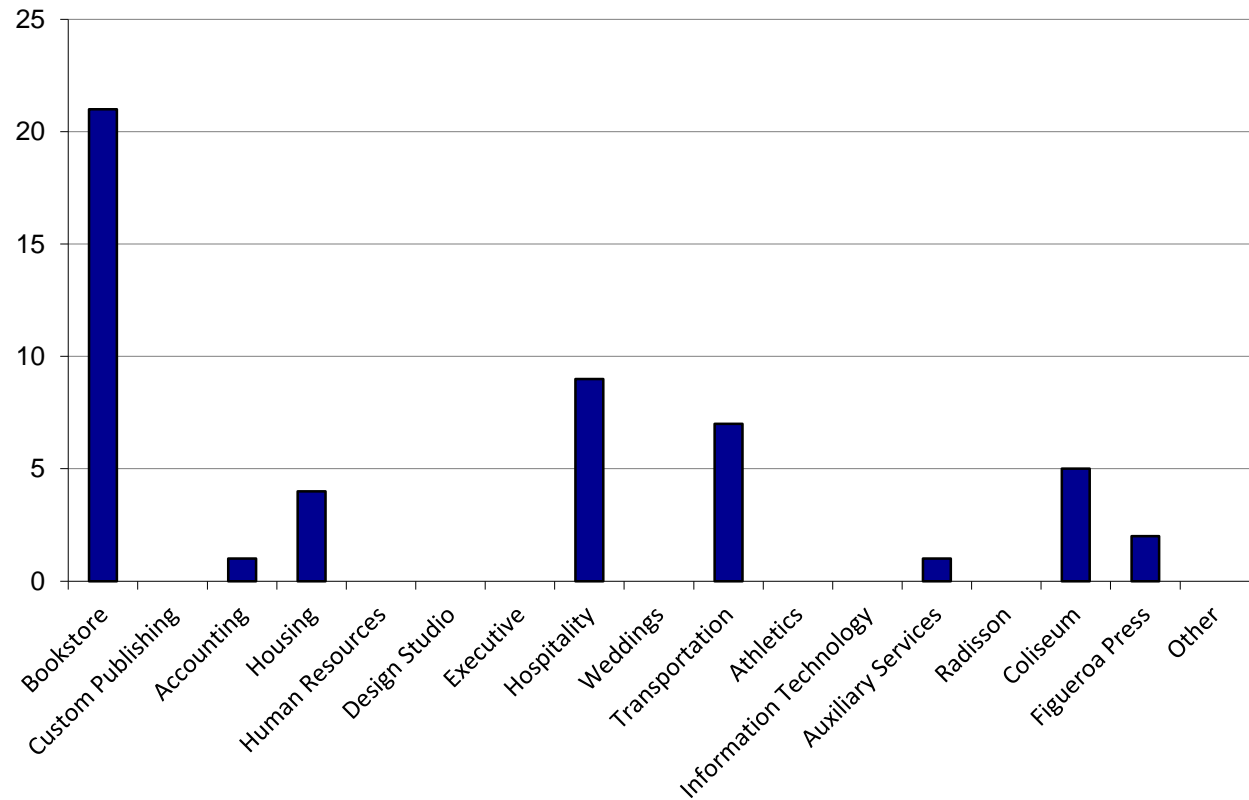
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of Web Requests Closed By Unit





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Website Reports

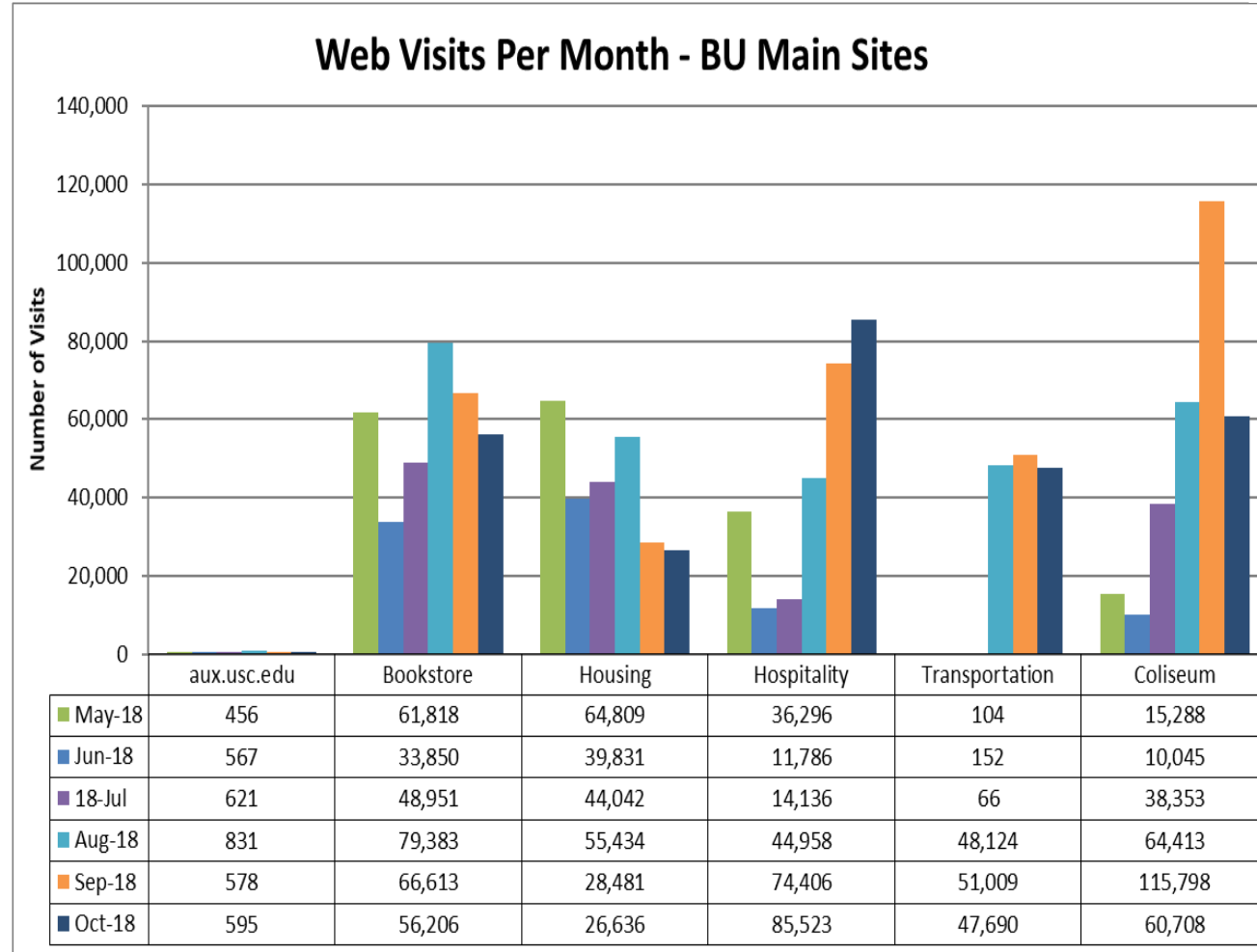
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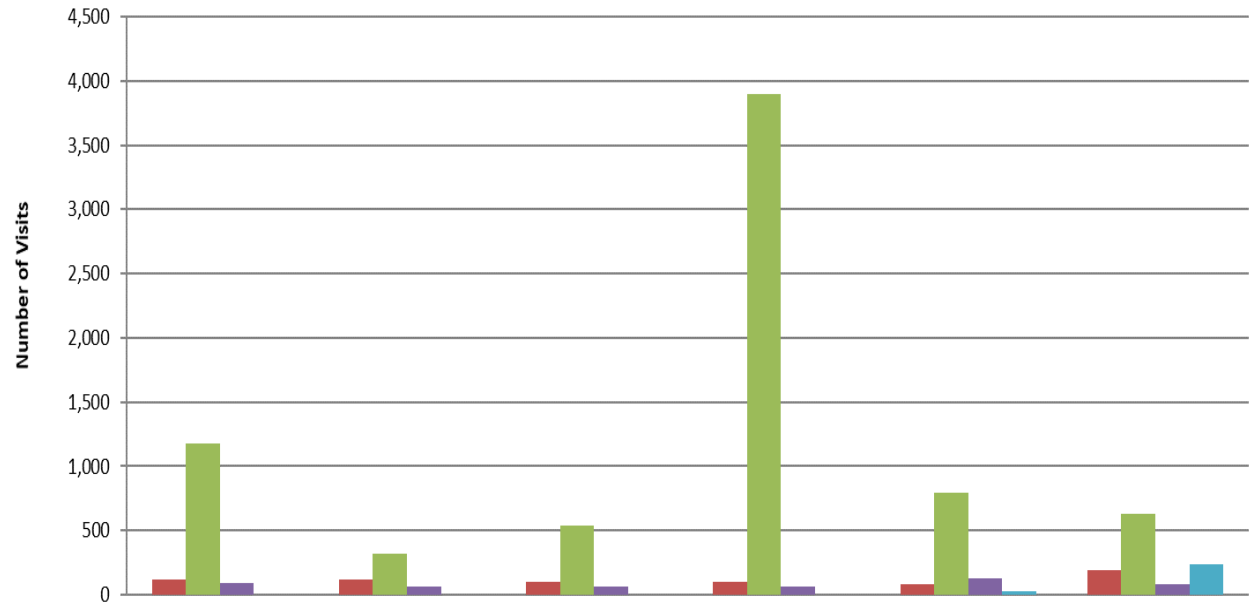
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Web Visits Per Month - Other Sites



	May-18	Jun-18	18-Jul	Aug-18	Sep-18	Oct-18
Figueroa Press	116	118	100	104	79	189
Custom-publishing	1,179	318	538	3,900	798	632
USC Radisson Event	88	63	64	66	124	80
Weddings at USC	0	0	0	0	23	235



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Website Reports

October 2018

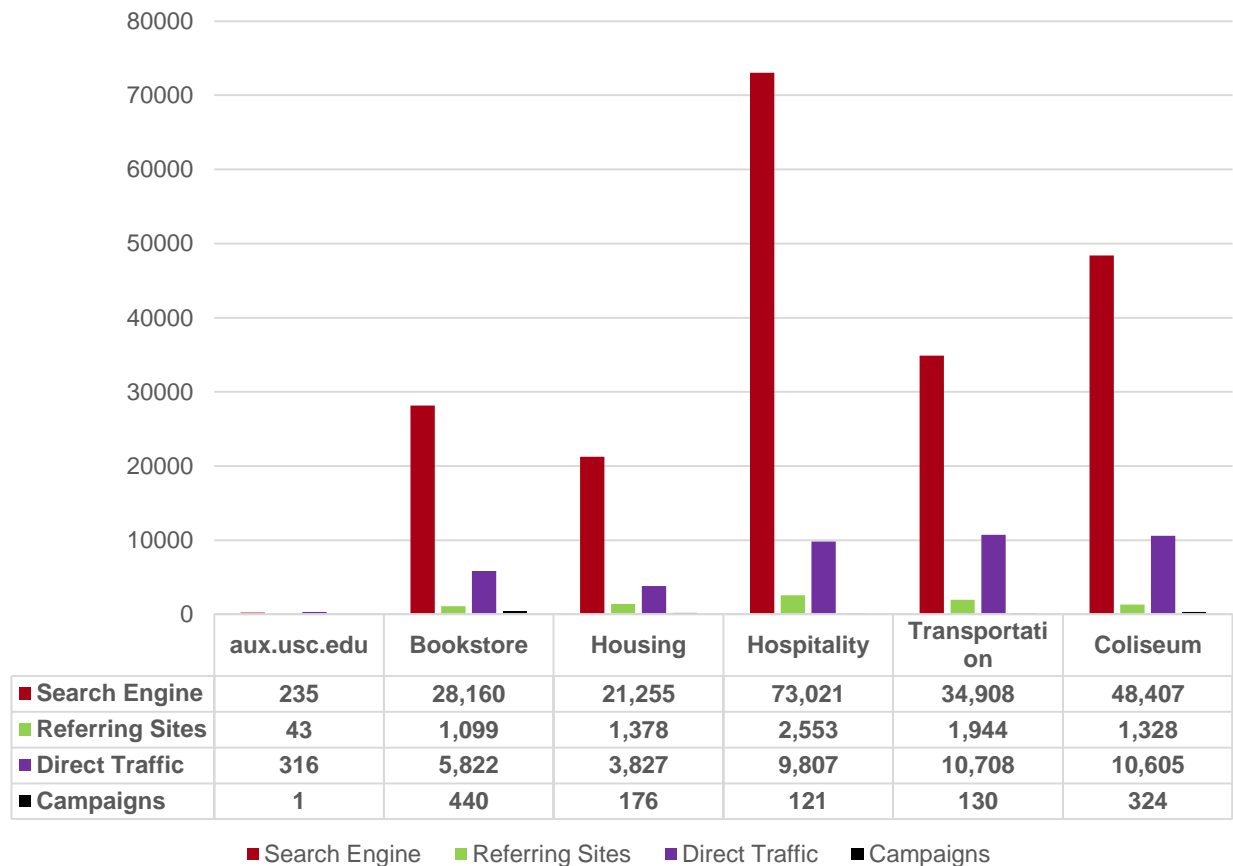
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October 2018 Traffic Sources-BU Main Sites





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Website Reports

October 2018

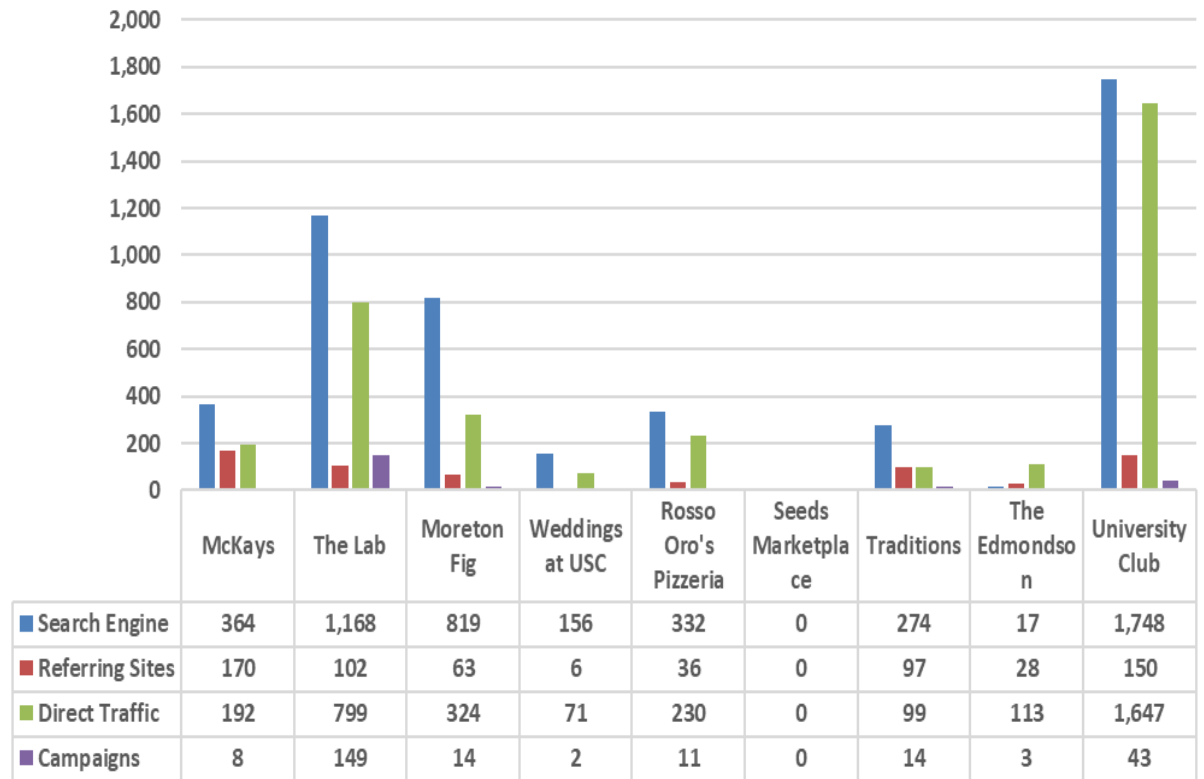
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October 2018 Traffic Sources-HSP Micro Sites



■ Search Engine ■ Referring Sites ■ Direct Traffic ■ Campaigns



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Website Reports

October 2018

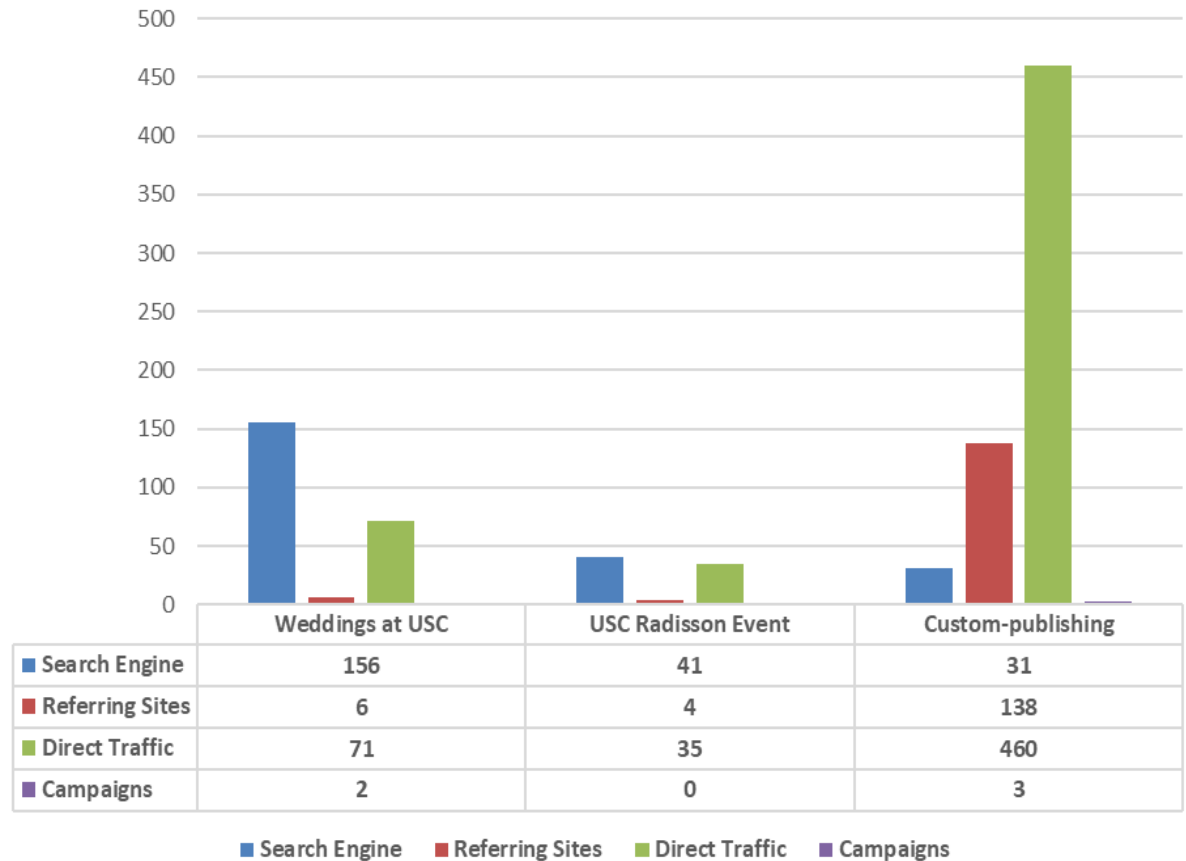
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October 2018 Traffic Sources- Other Sites





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Average Time Spent on Website - BU Main Sites



■ May-18	0:24	2:48	3:29	1:07	0:21	1:10
■ Jun-18	0:25	2:56	3:21	1:33	1:01	1:17
■ Jul-18	0:32	2:31	3:16	1:34	1:17	1:12
■ Aug-18	0:37	0:42	1:47	1:32	2:24	1:46
■ Sep-18	0:30	2:46	2:34	1:12	2:05	1:18
■ Oct-18	0:59	2:38	3:06	1:07	8:27	1:28



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Website Reports

October 2018

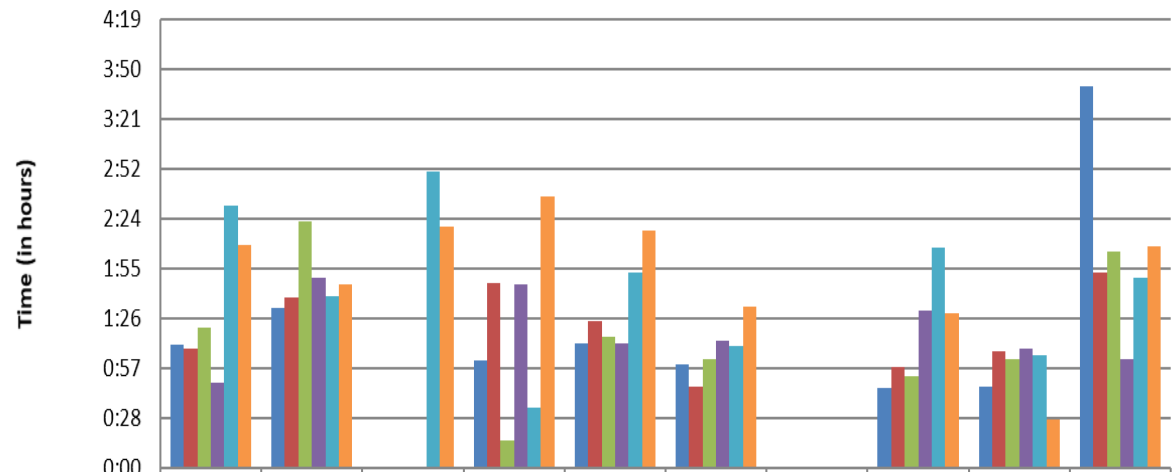
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Average Time Spent on Website - HSP Micro Sites



	McKays	The Lab	Weddings at USC	USC Radisson Event	Moreton Fig	Rosso Oro's Pizzeria	Seeds Marketplace	Traditions	The Edmondson	University Club
■ May-18	1:11	1:32	0:00	1:02	1:12	1:00	0:00	0:46	0:47	3:40
■ Jun-18	1:09	1:38	0:00	1:47	1:25	0:47	0:00	0:58	1:07	1:53
■ Jul-18	1:21	2:22	0:00	0:16	1:16	1:03	0:00	0:53	1:03	2:05
■ Aug-18	0:49	1:50	0:00	1:46	1:12	1:13	0:00	1:31	1:09	1:03
■ Sep-18	2:31	1:39	2:51	0:35	1:53	1:10	0:00	2:07	1:05	1:50
■ Oct-18	2:09	1:46	2:19	2:37	2:17	1:33	0:00	1:29	0:28	2:08



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Website Reports

October 2018

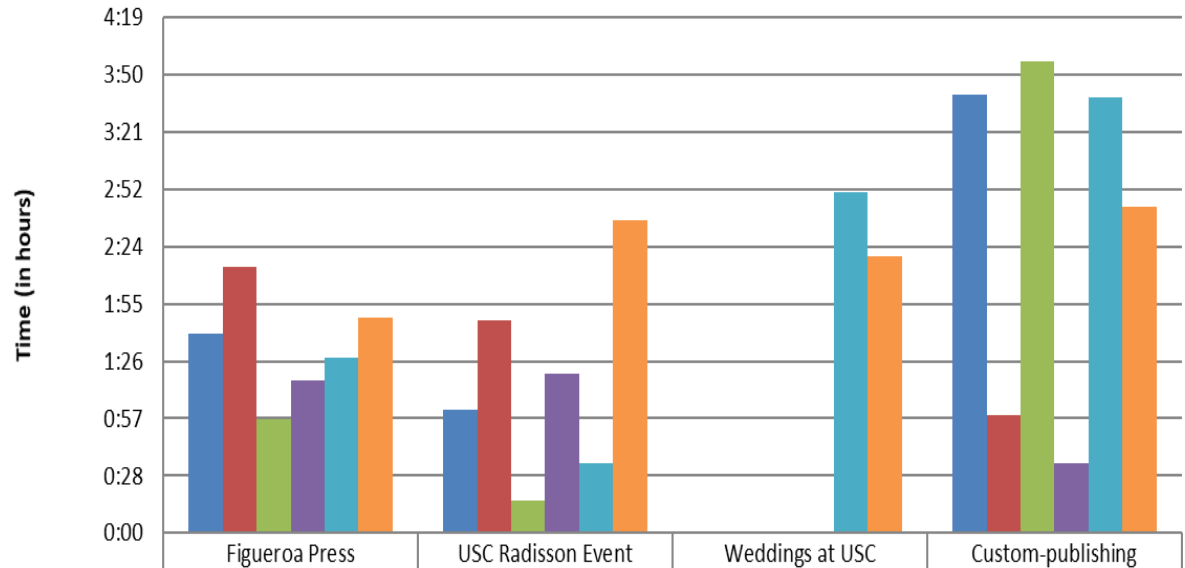
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Average Time Spent on Website - Other Sites



■ May-18	1:40	1:02	0:00	3:40
■ Jun-18	2:14	1:47	0:00	0:59
■ Jul-18	0:57	0:16	0:00	3:57
■ Aug-18	1:17	1:20	0:00	0:35
■ Sep-18	1:28	0:35	2:51	3:39
■ Oct-18	1:48	2:37	2:19	2:44



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Website Reports

October 2018

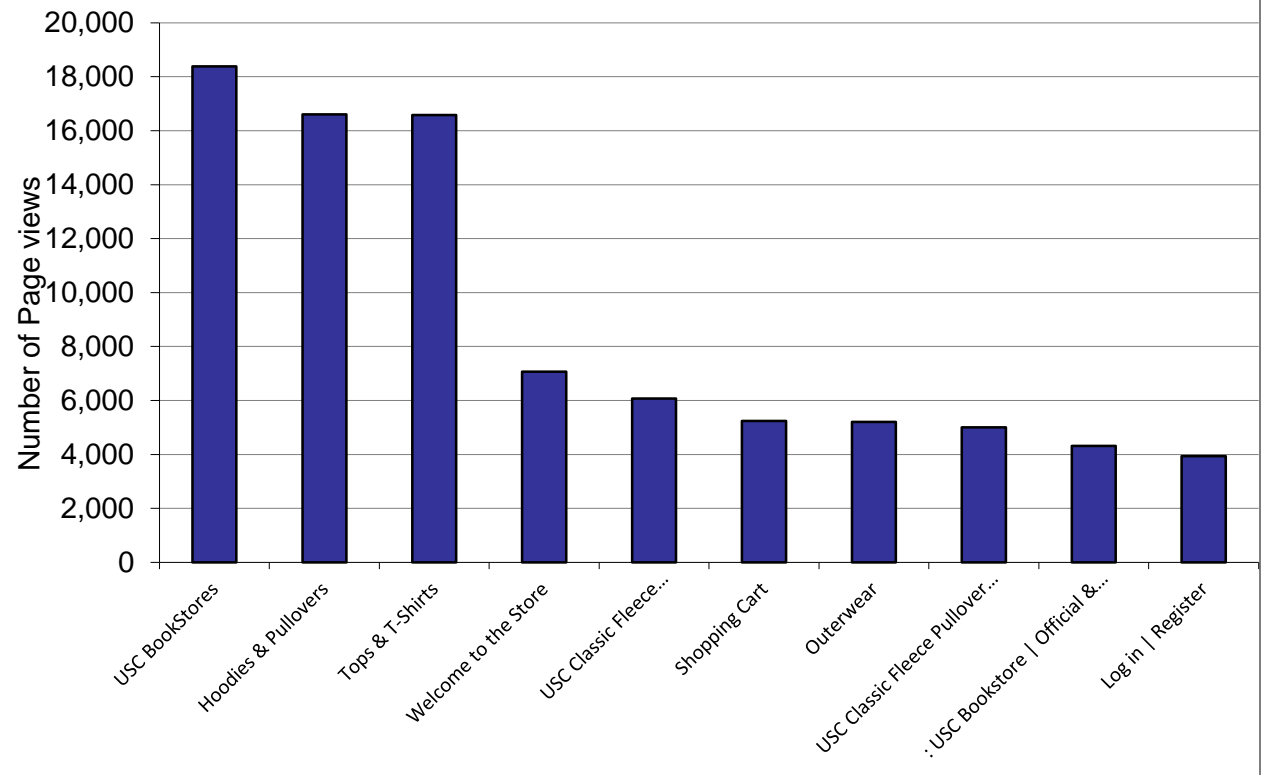
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Bookstore Charts 10 Most Viewed Pages -October





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Website Reports October 2018

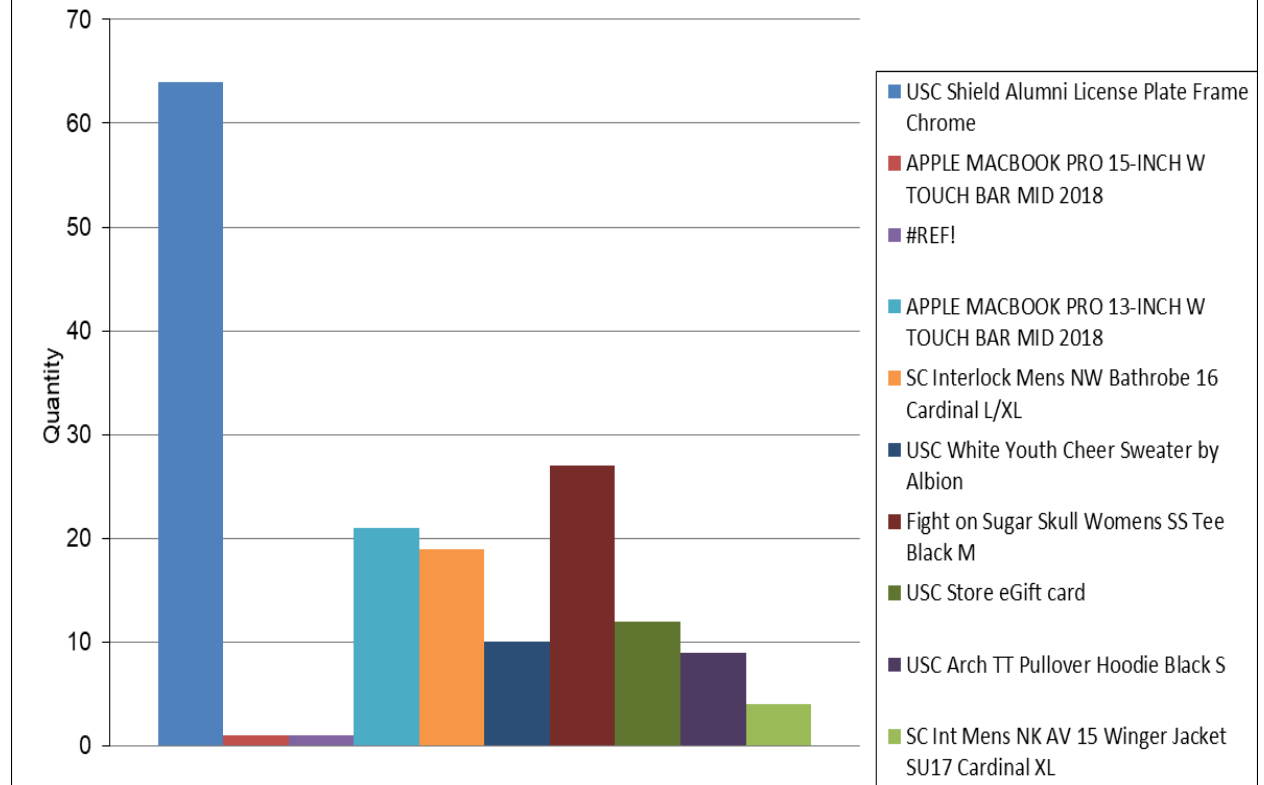
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Bookstore Charts 10 Most Purchased Products October 2018





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October 2018

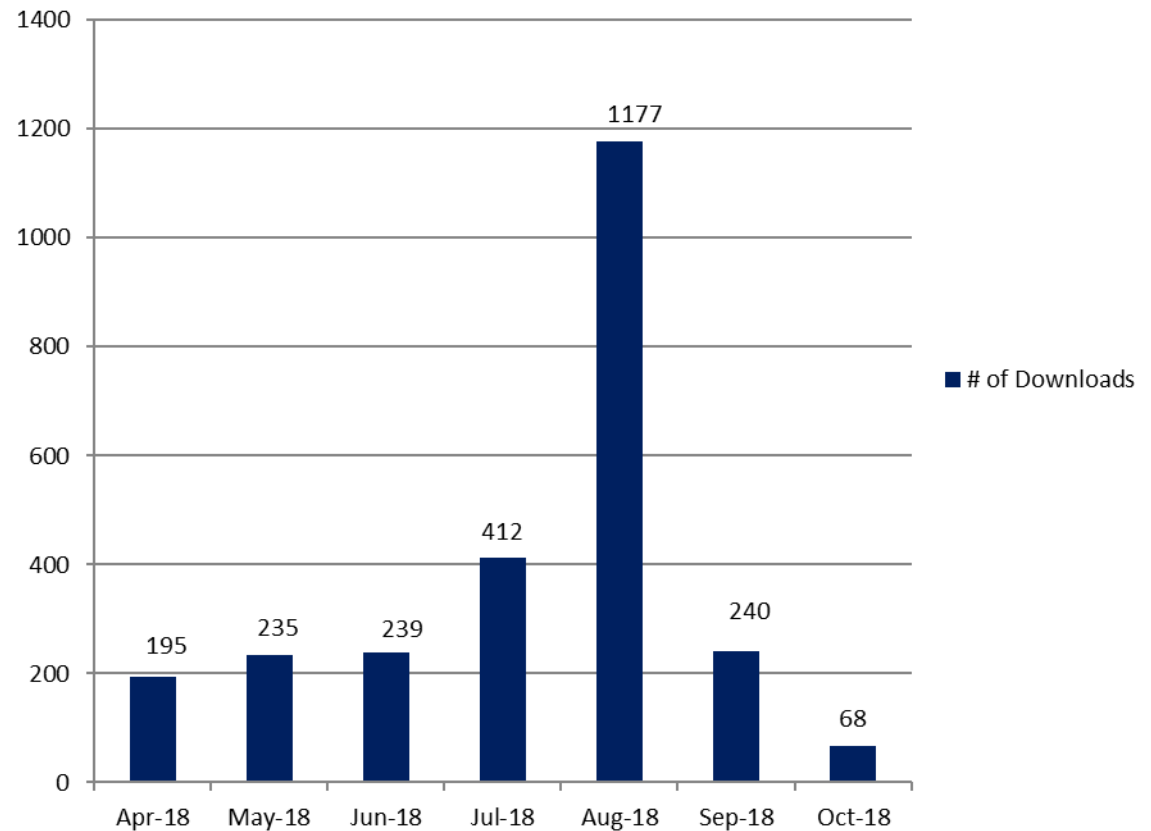
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of Downloads
TSP Mobile App Stats





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Email Campaign Reports

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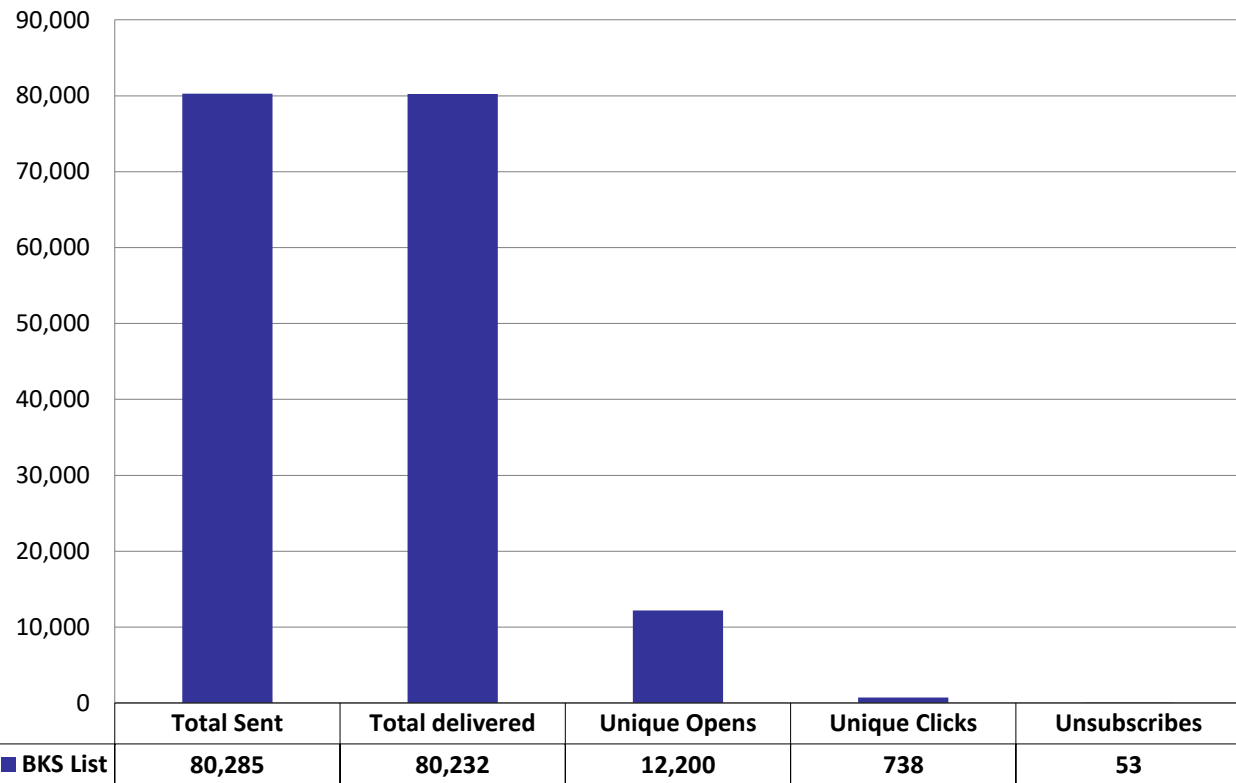
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New Women's Nike - 10/04/2018





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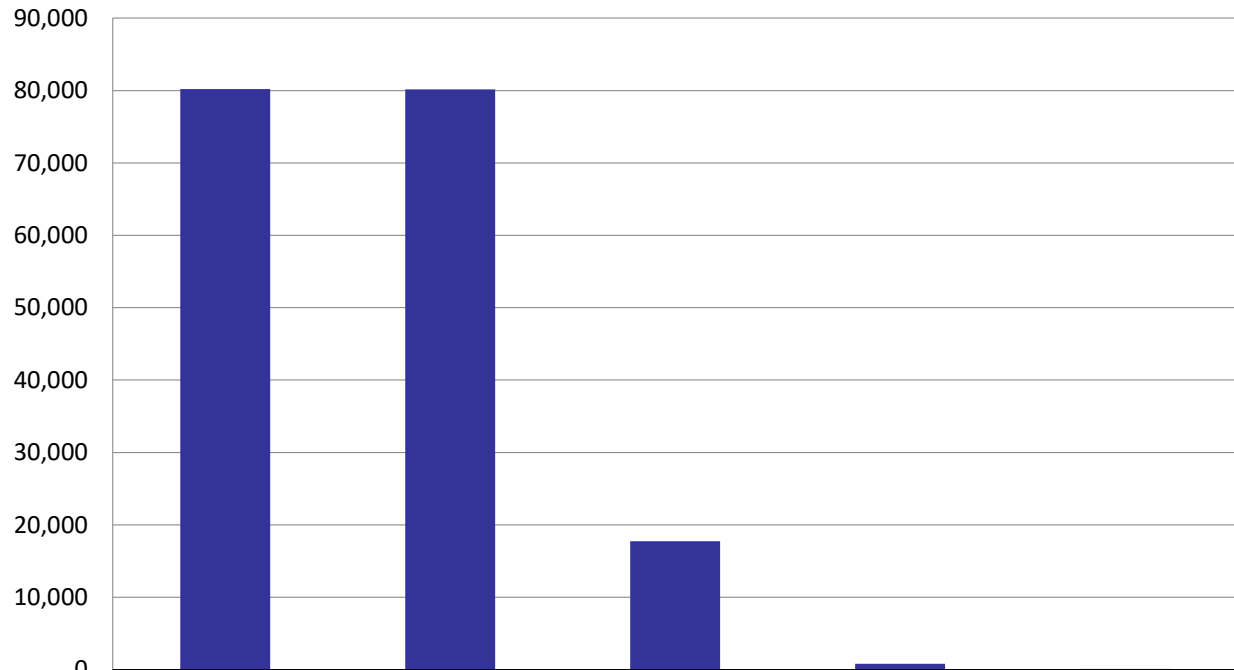
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1001618 Oct Free Shipping 1 - 10/06/2018



■ BKS List	80,220	80,177	17,716	817	79
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Email Campaign Reports

October 2018

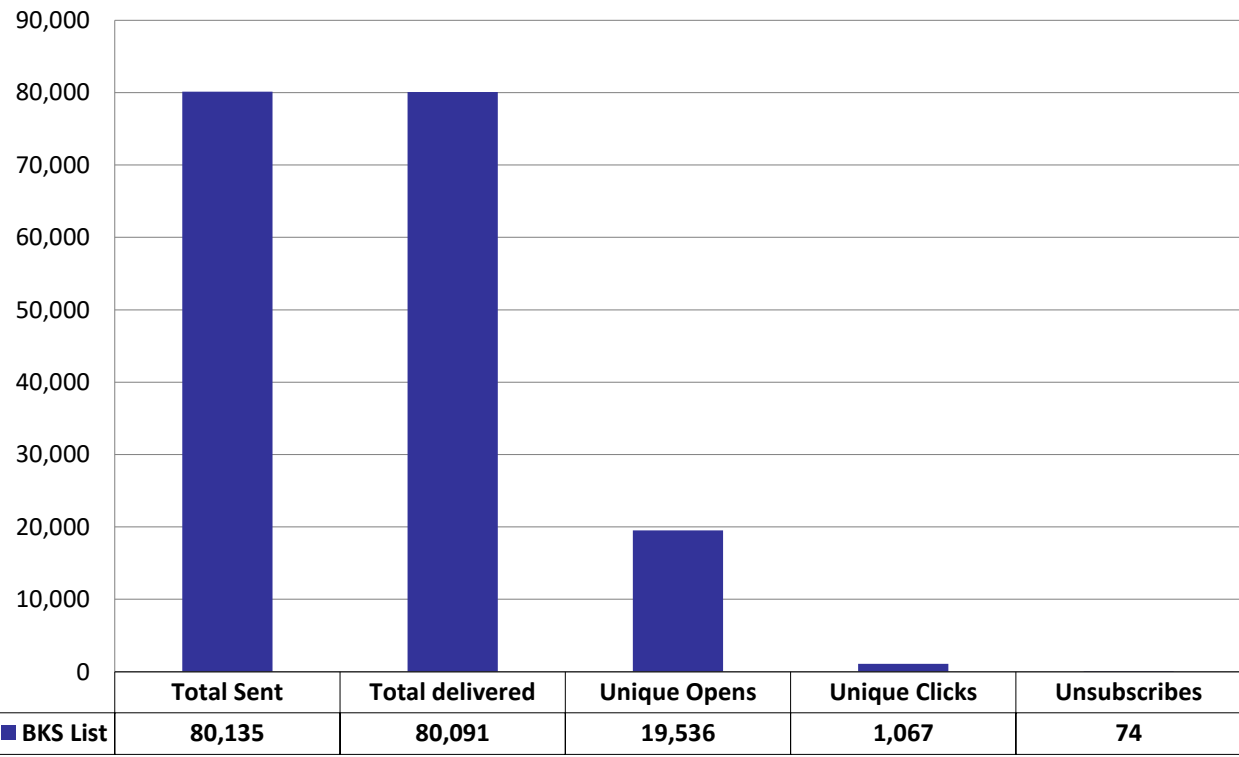
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100918 How Do USC Couch Coach - 10/09/2018





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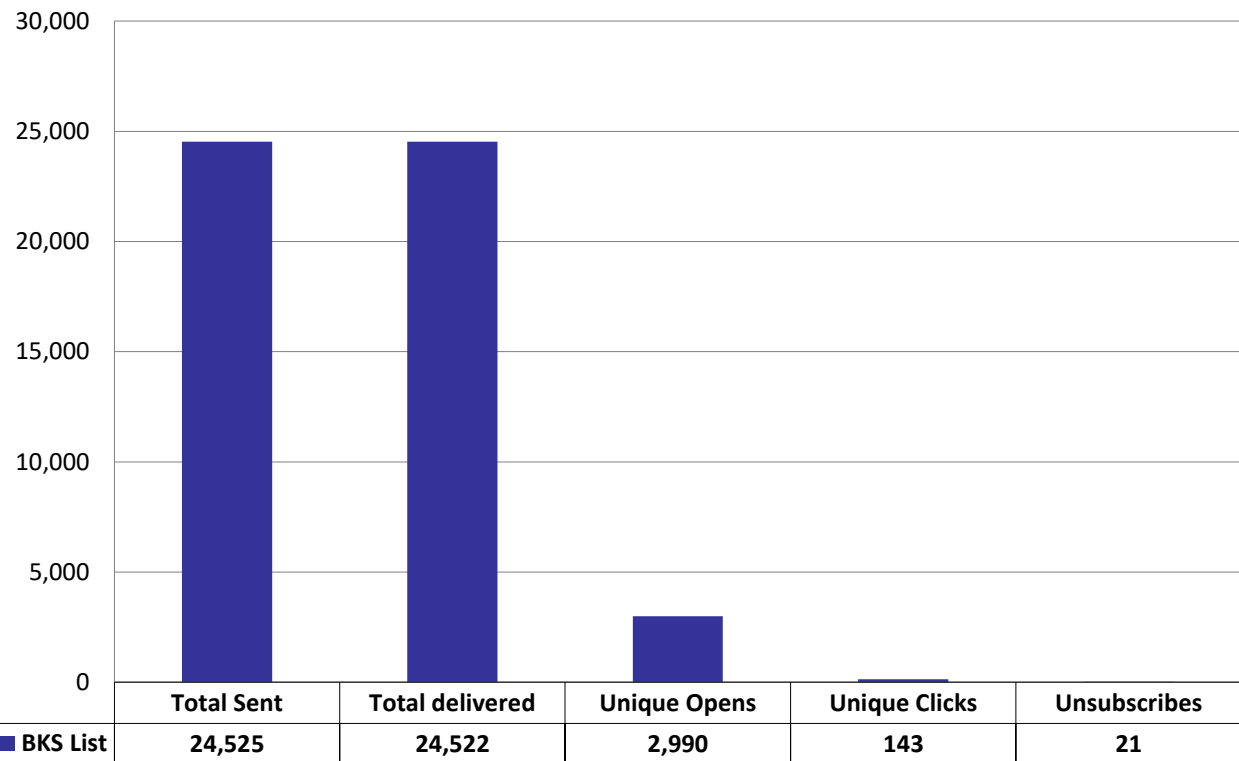
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101118 Sugar Skull Tees - Resend - 10/11/2018





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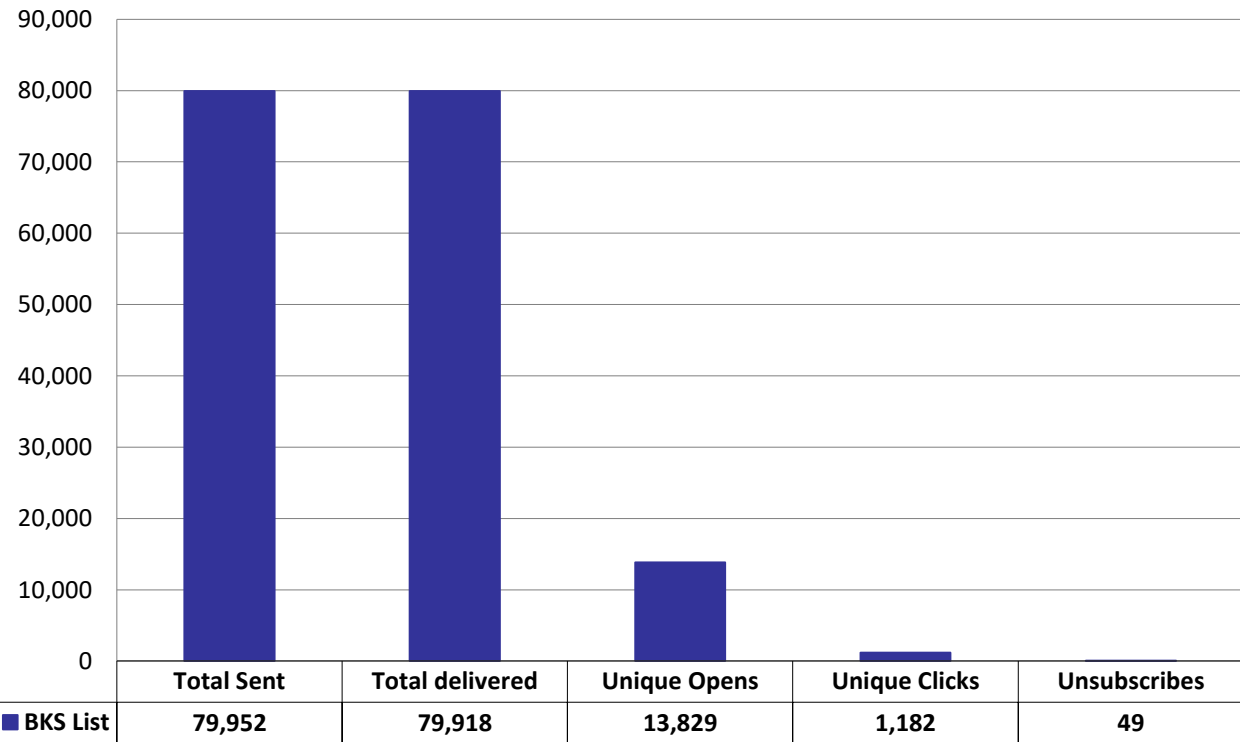
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101618 Trojan Tokyodachi - 10/16/2018





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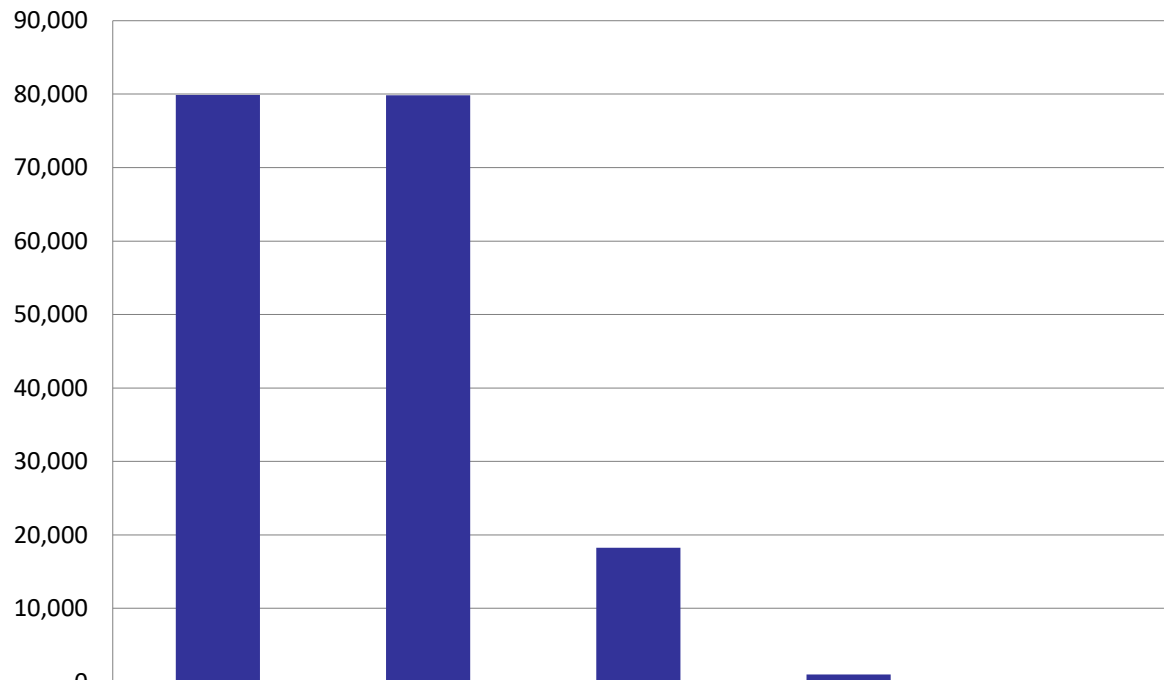
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Football Tees - 10/18/2018



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
■ BKS List	79,887	79,860	18,250	989	57



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Email Campaign Reports

October 2018

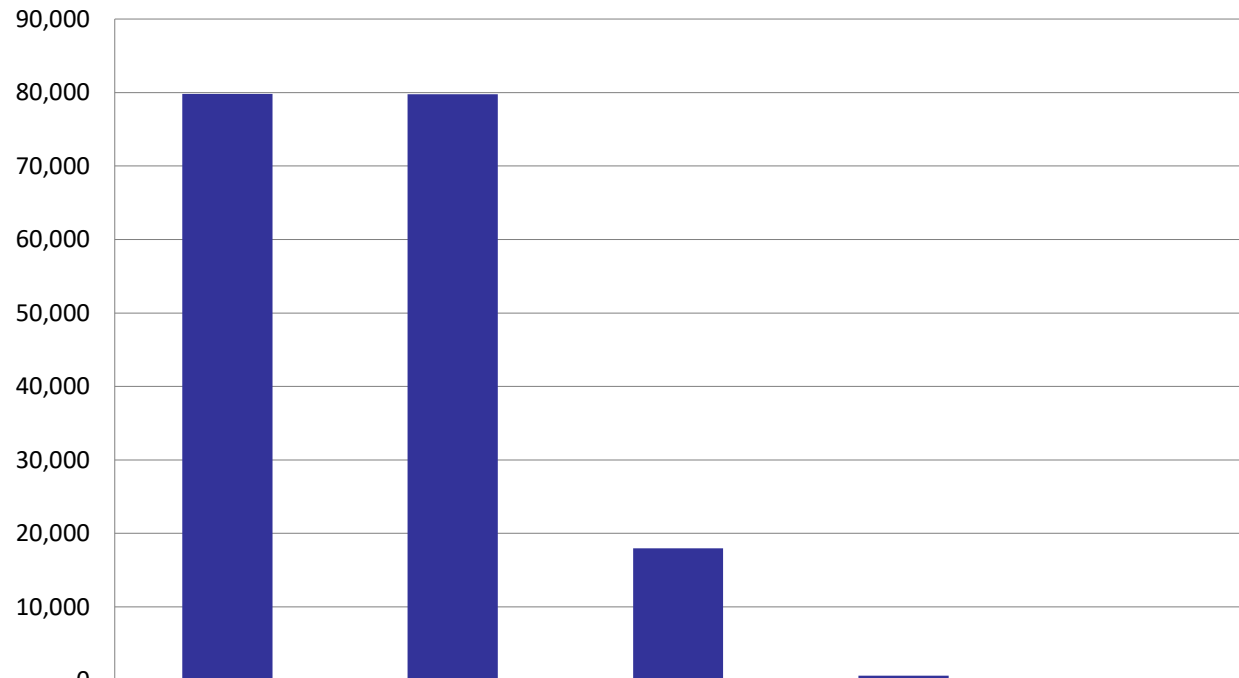
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102218 Free Shipping Reminder - 10/22/2018



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
■ BKS List	79,811	79,785	17,961	608	89



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Email Campaign Reports

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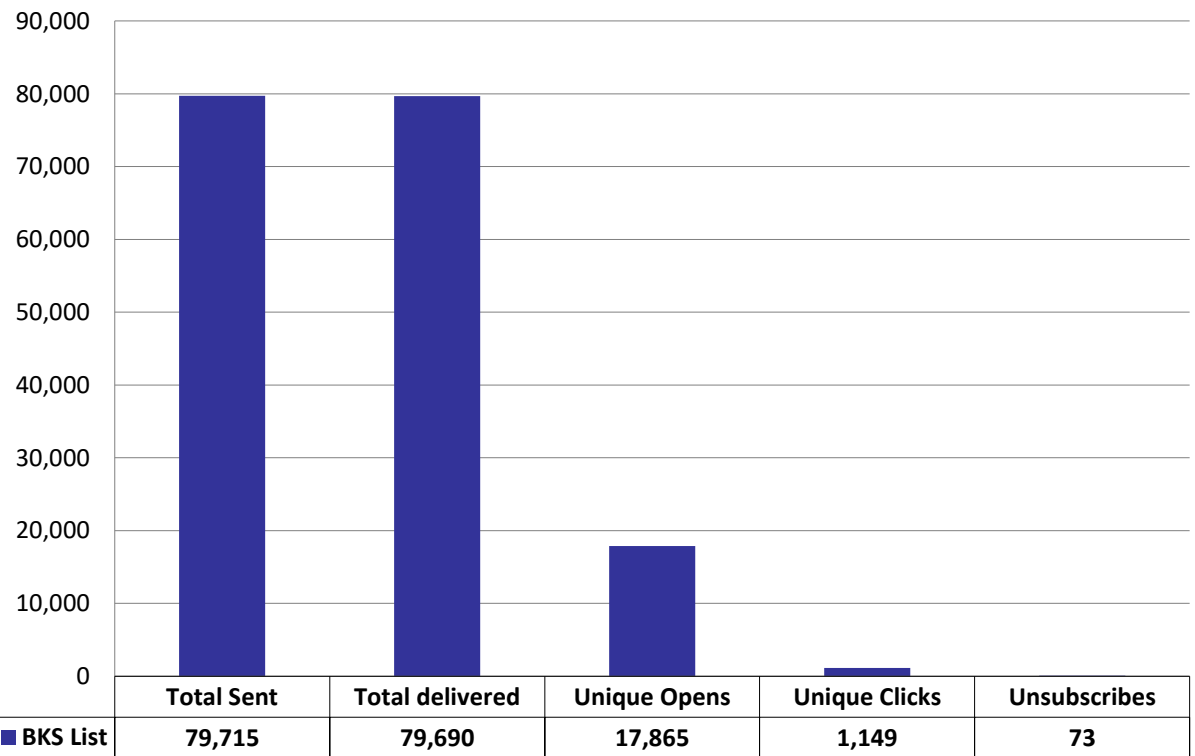
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102518 New Women of Troy - 10/25/2018





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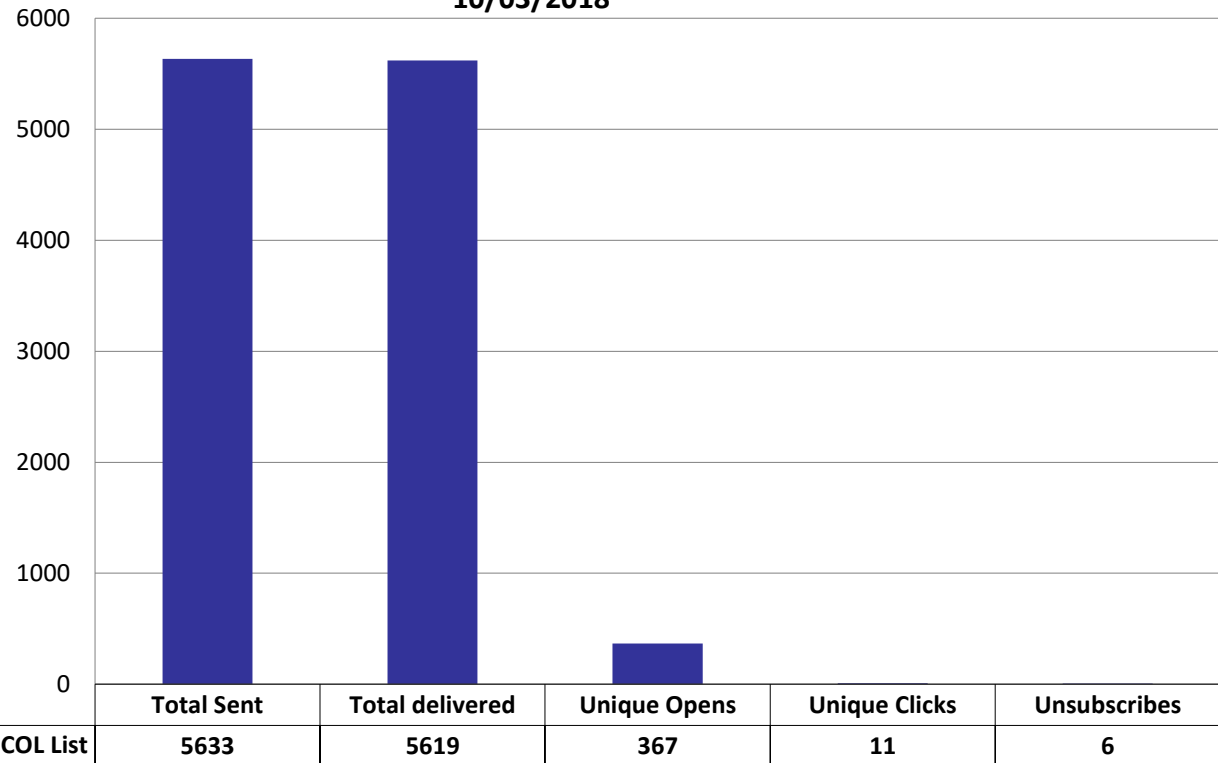
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LA Memorial Coliseum Lion Fight Muay Thai Combat On-Sale Now -
10/03/2018





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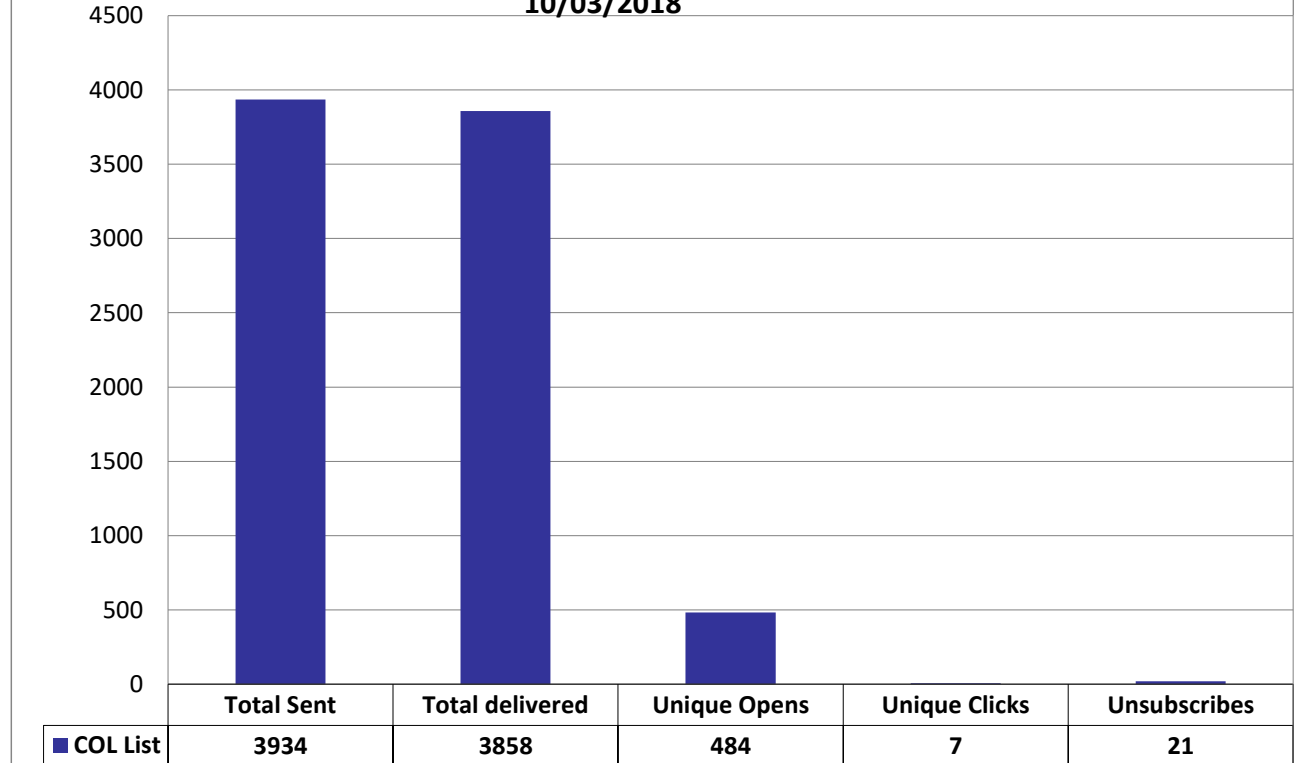
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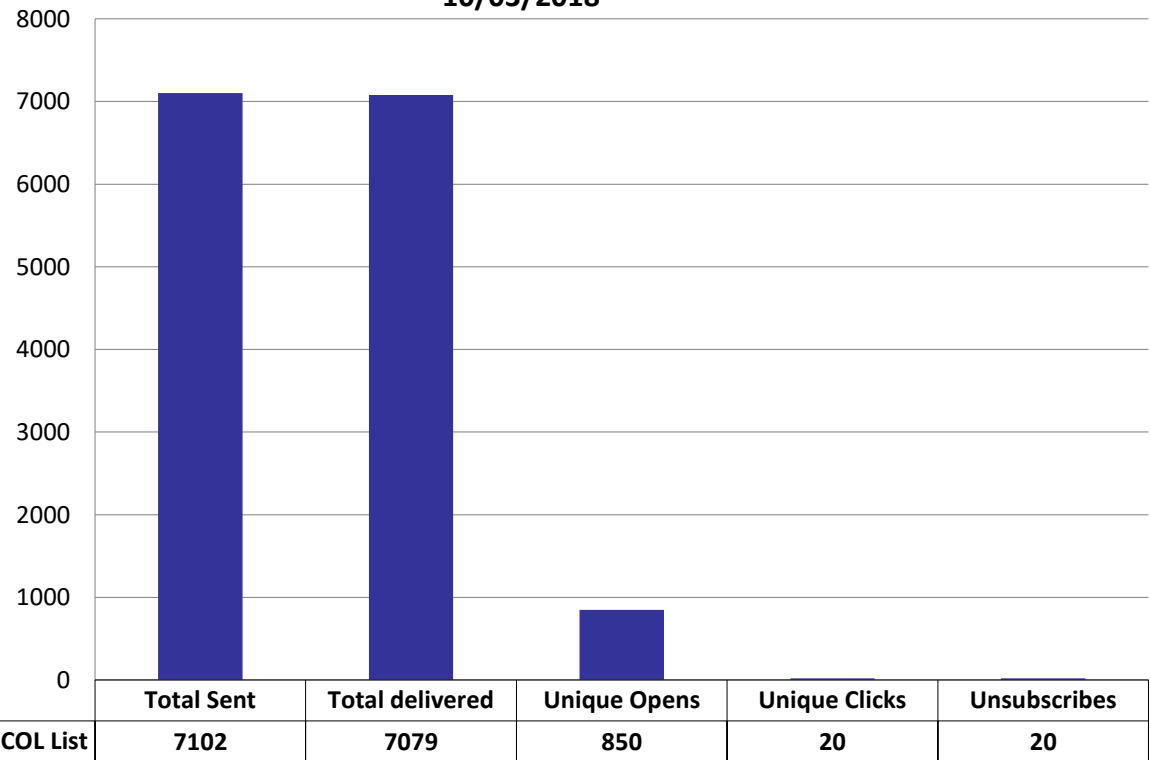
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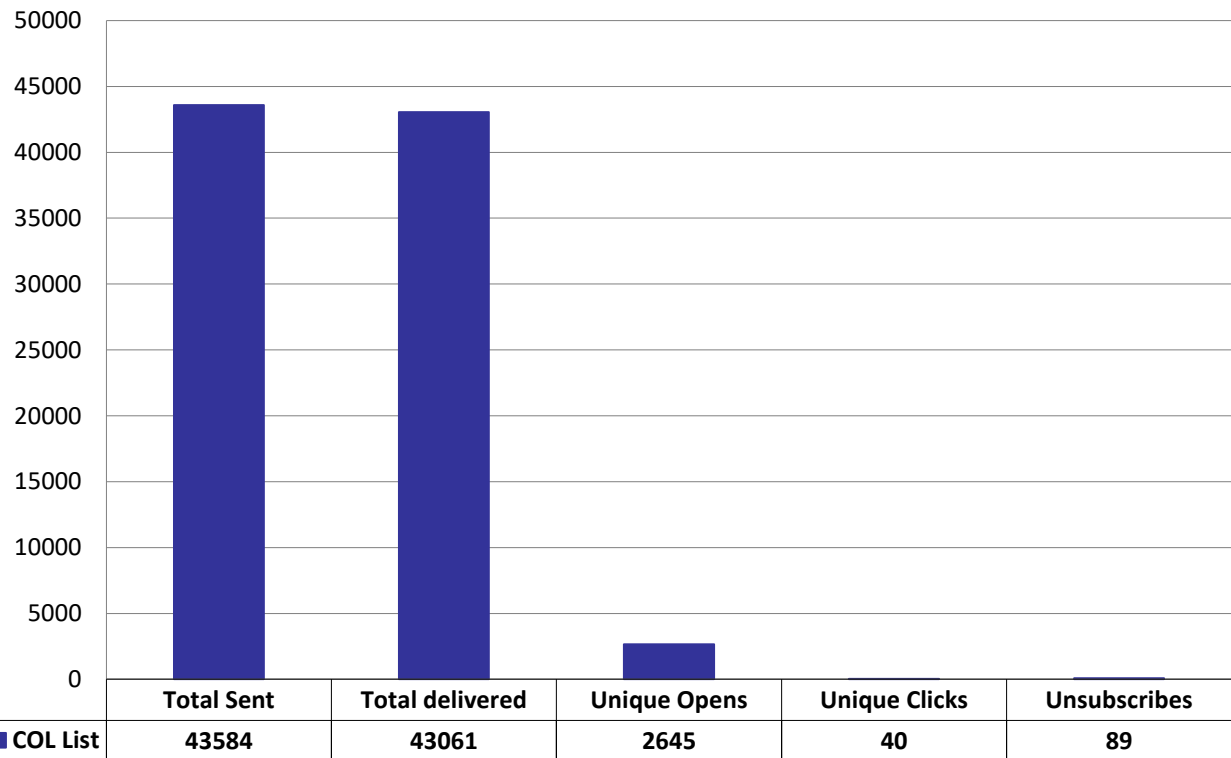
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Muay Thai On Sale (copy 01) - 10/03/2018





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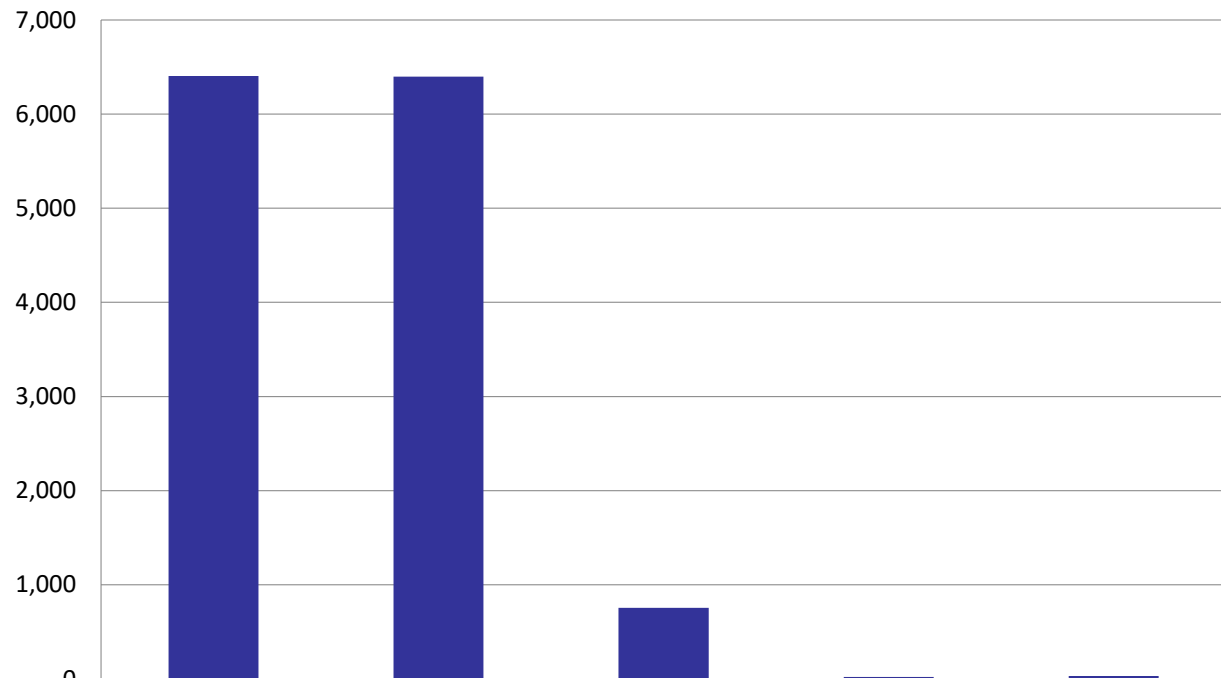
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Muay Thai On Sale - 10/03/2018



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
COL List	6,406	6,398	754	21	31



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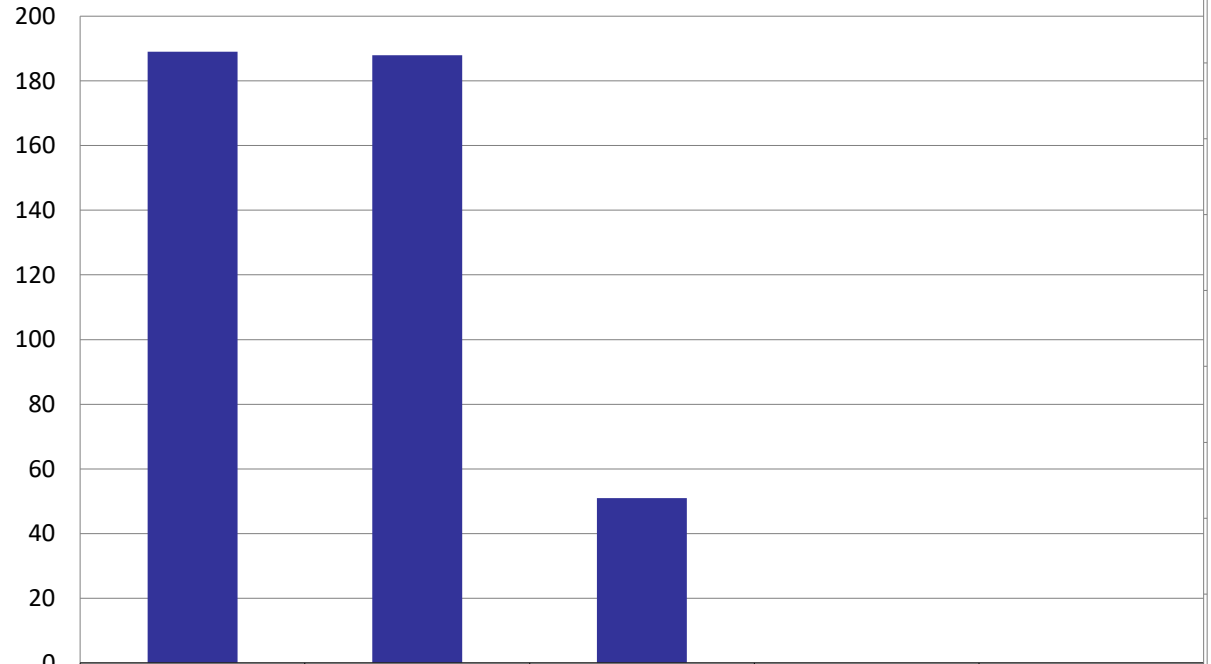
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On This Day in History (copy 22) - 10/02/2018



■ COL List	189	188	51	0	0
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Email Campaign Reports

October 2018

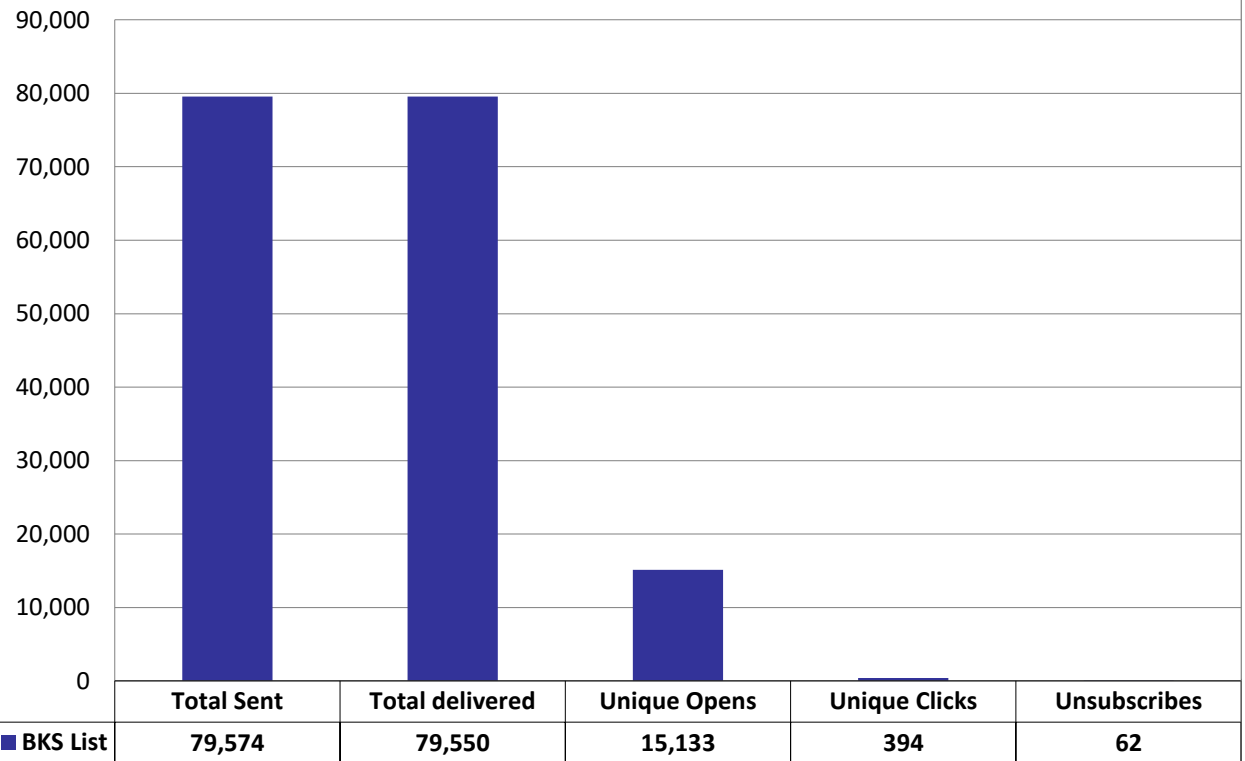
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102918 Free Shipping Ends Soon - 10/29/2018





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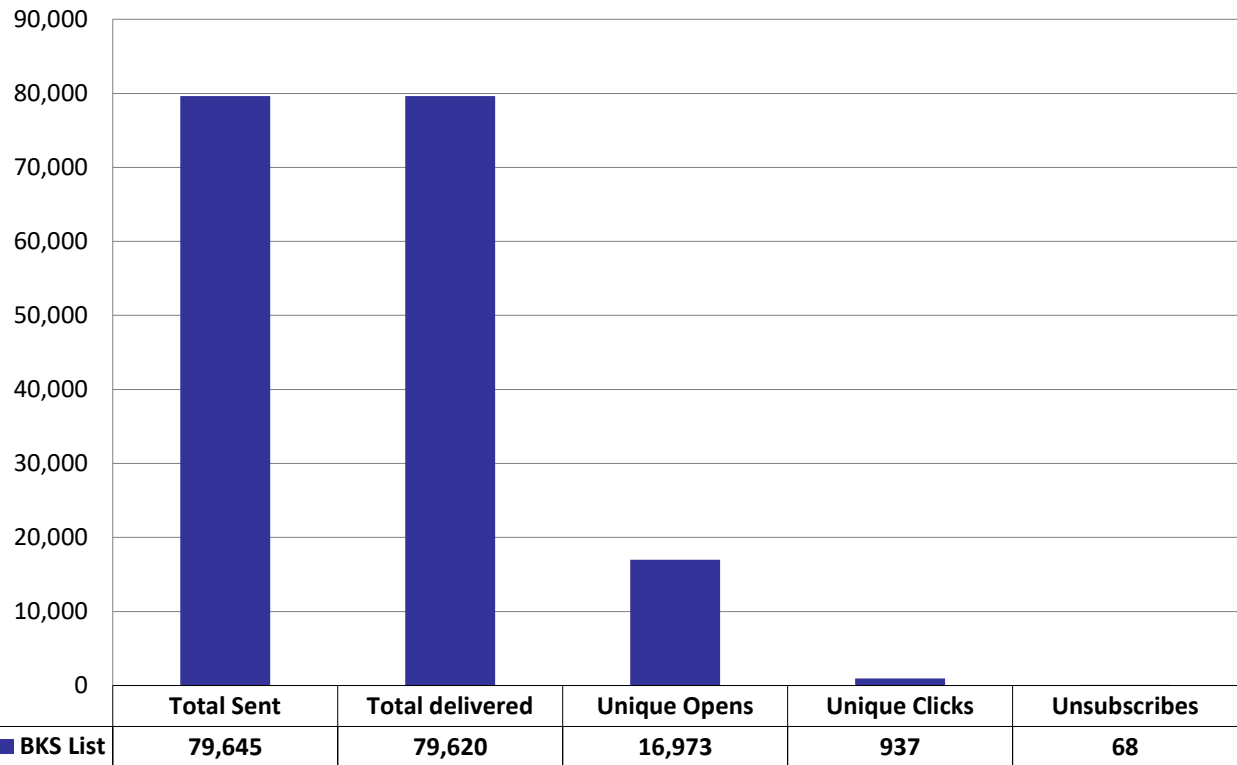
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102718 New Men's Nike - 10/27/2018





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October 2018

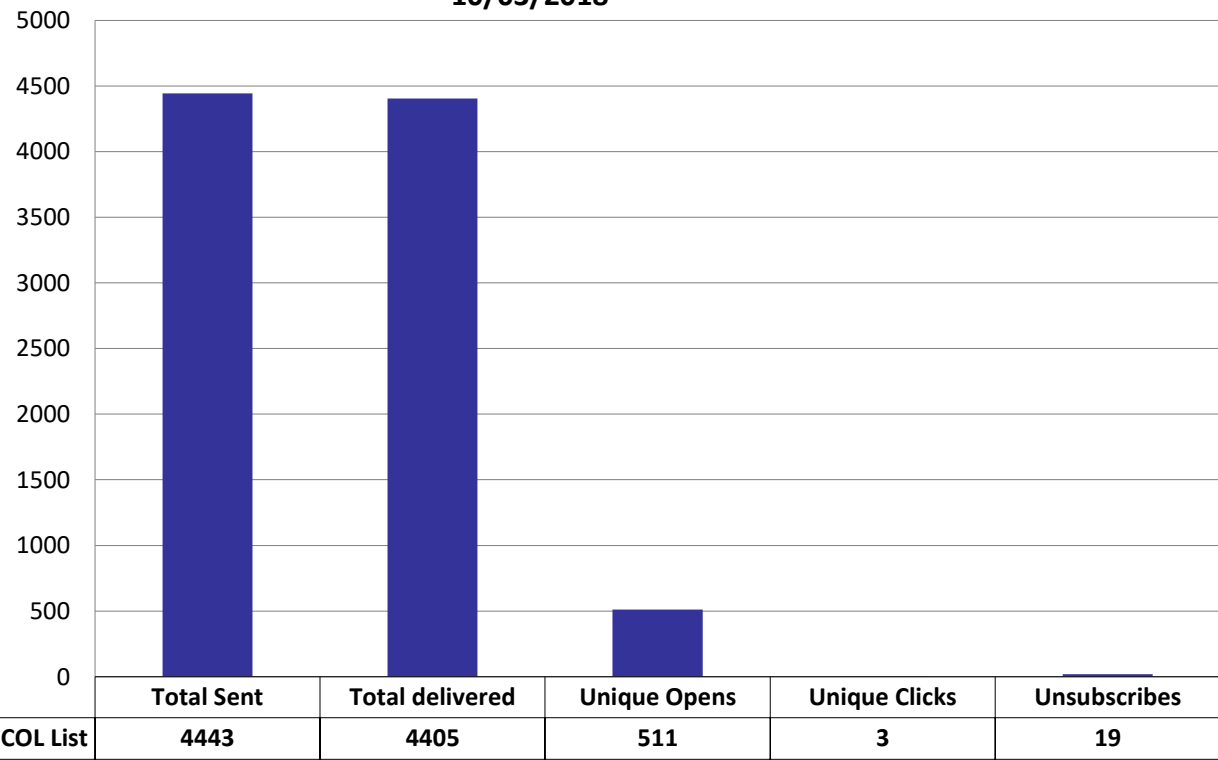
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LA Memorial Coliseum Lion Fight Muay Thai Combat On-Sale Now -
10/03/2018





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October 2018

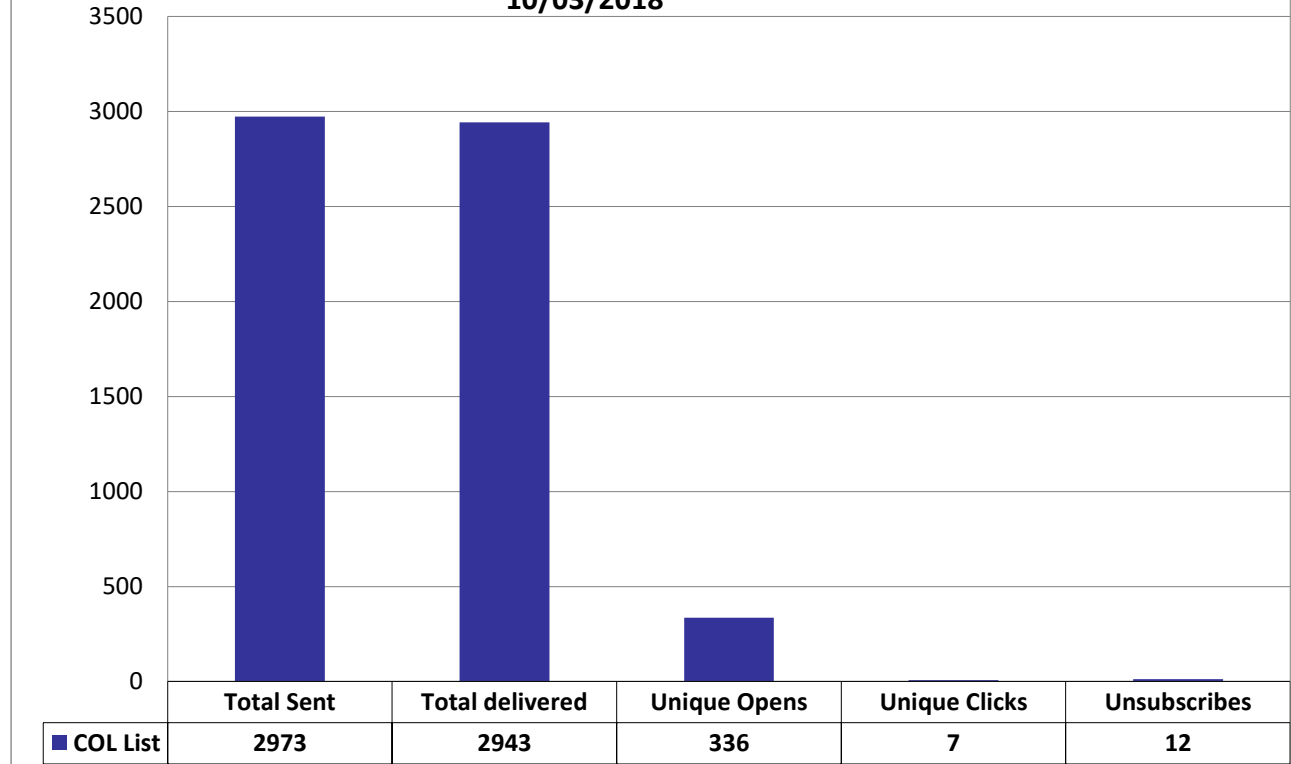
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October 2018

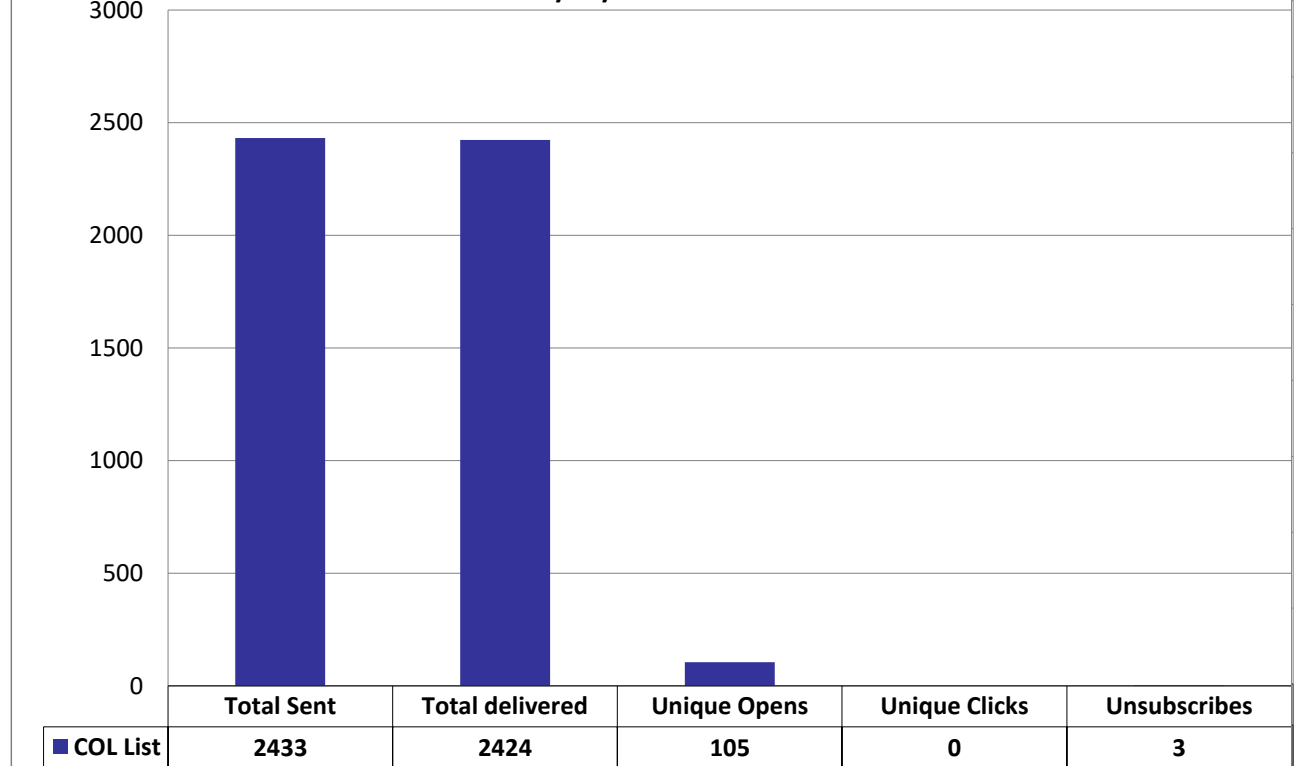
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LA Memorial Coliseum Lion Fight Muay Thai Combat On-Sale Now -
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Email Campaign Reports

October 2018

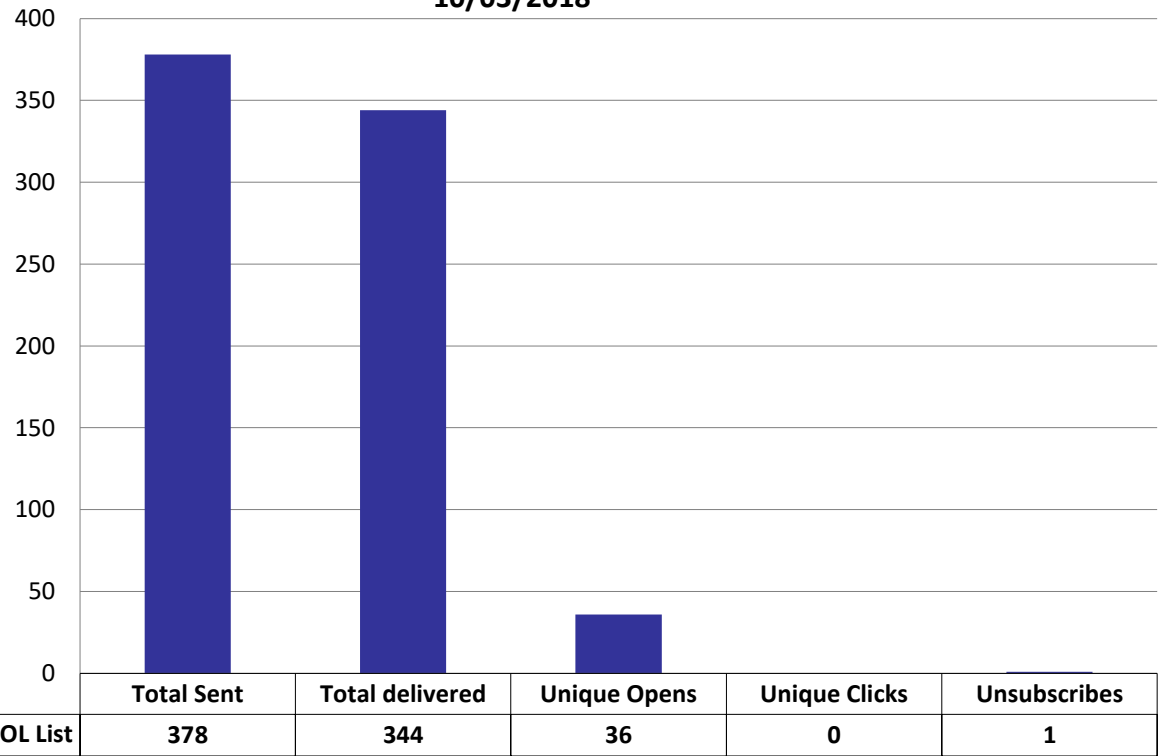
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LA Memorial Coliseum Lion Fight Muay Thai Combat On-Sale Now -
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October 2018

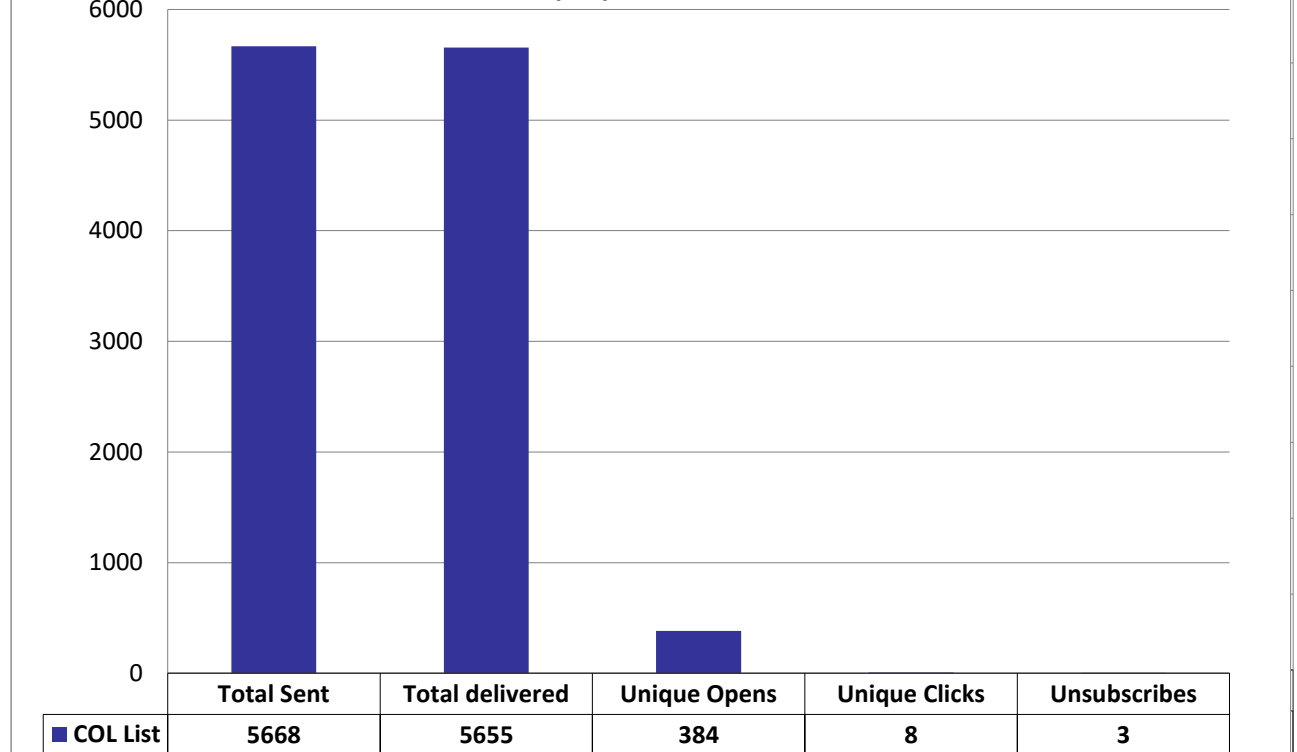
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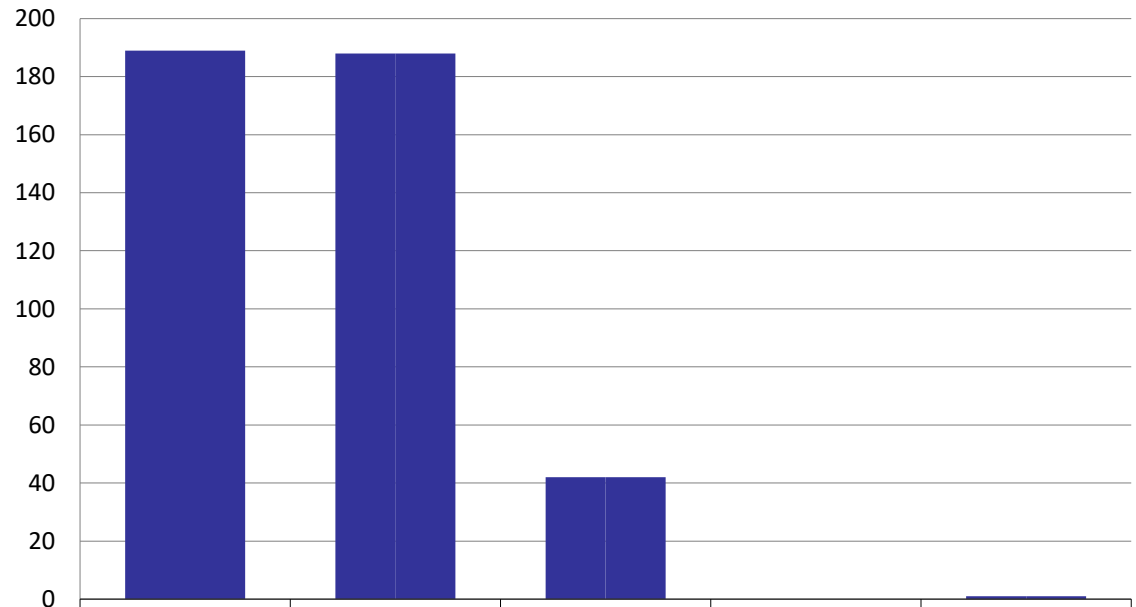
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On This Day In History at the Los Angeles Memorial Coliseum - 10/07/2018



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
■ COL List	189	188	42	0	1
■ COL List	189	188	42	0	1



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Email Campaign Reports

October 2018

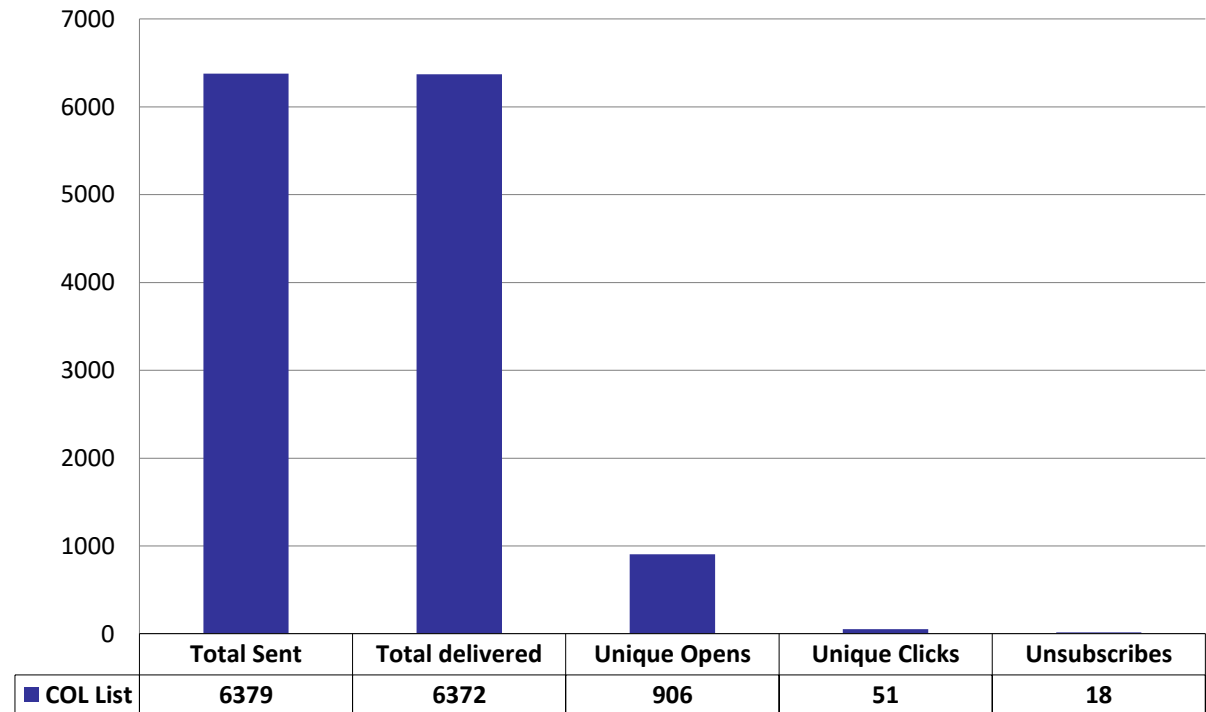
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Oct. 20 Latinos United Concert at LA Coliseum featuring Nacho, Paquita la del Barrio, and Alicia Villarreal! - 10/09/2018





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Email Campaign Reports

October 2018

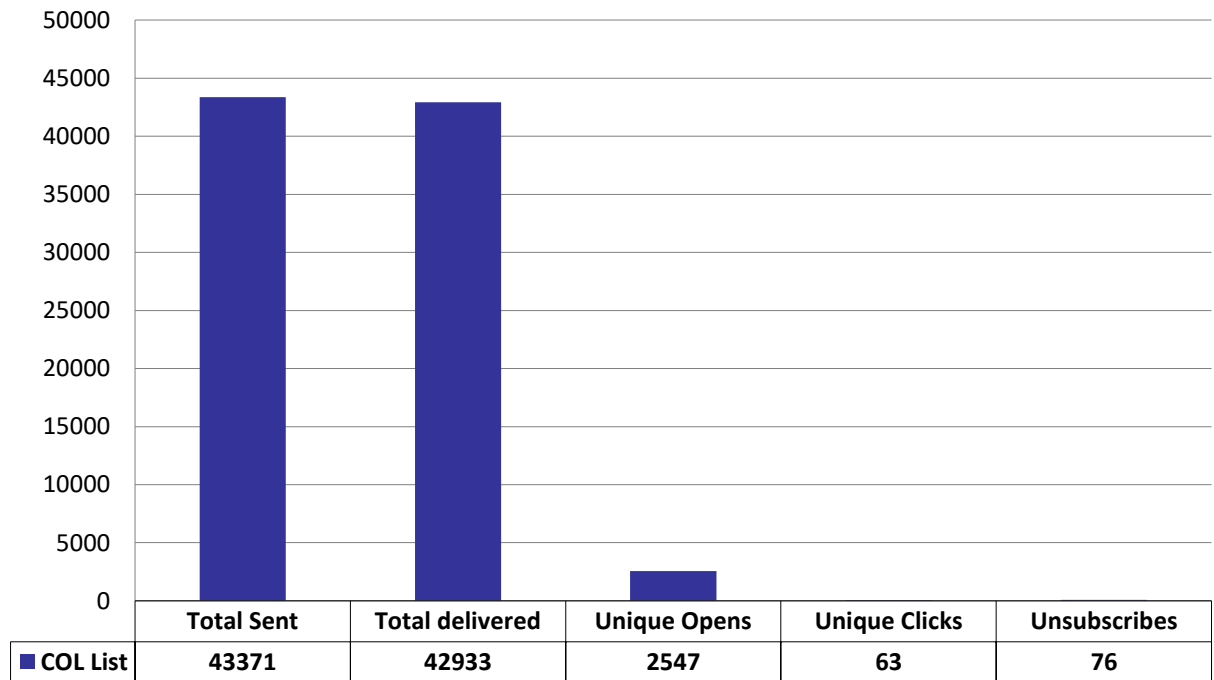
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October 2018

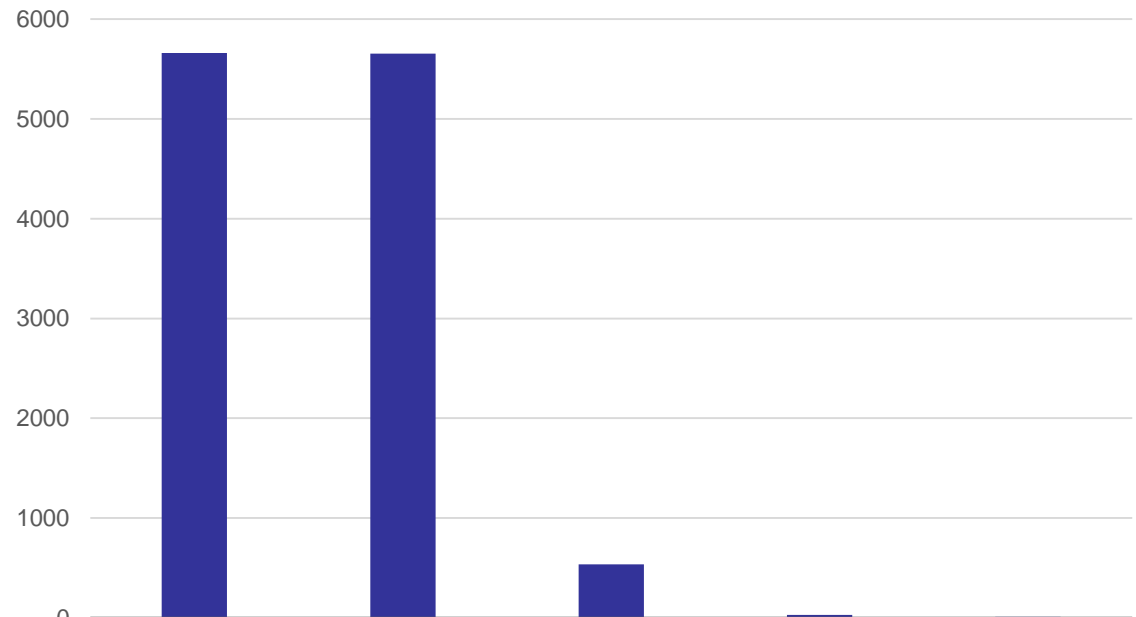
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Oct. 20 Latinos United Concert at LA Coliseum
featuring Nacho, Paquita la del Barrio, and Alicia
Villarreal! - 10/09/2018



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
COL List	5660	5653	535	28	9



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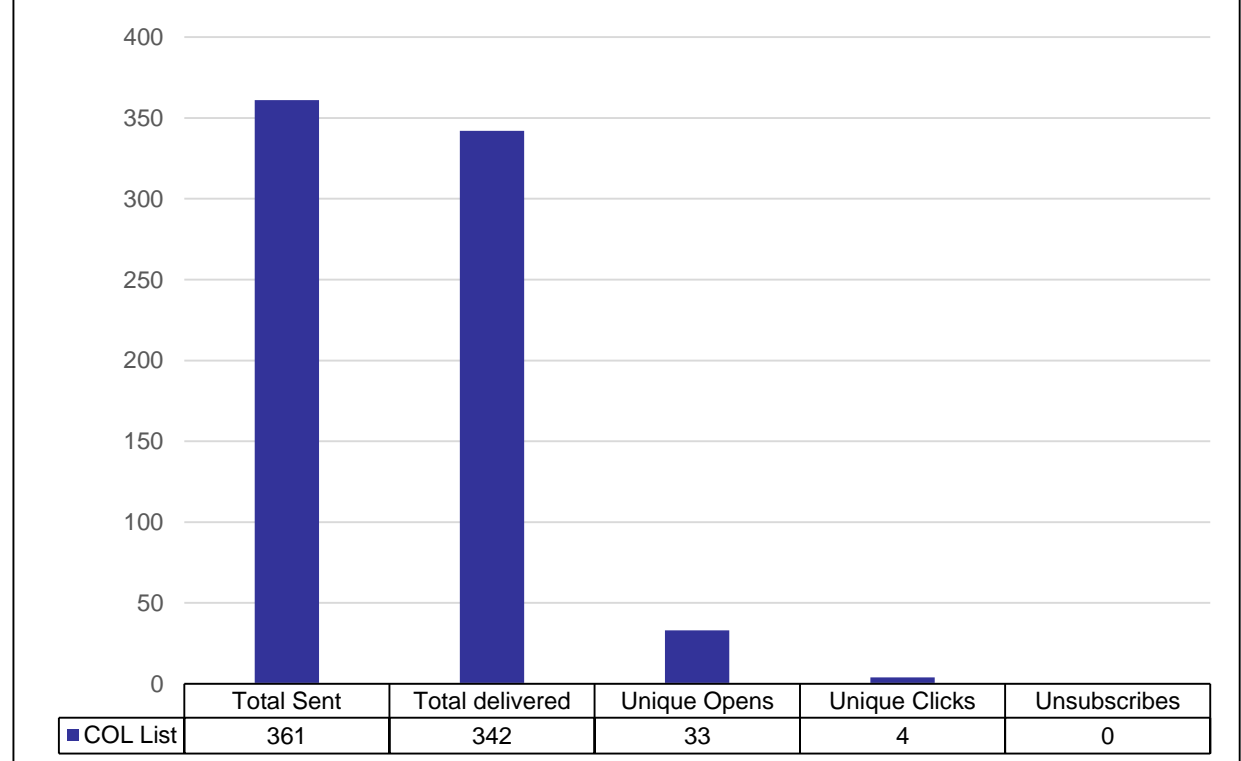
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Email Campaign Reports

October 2018

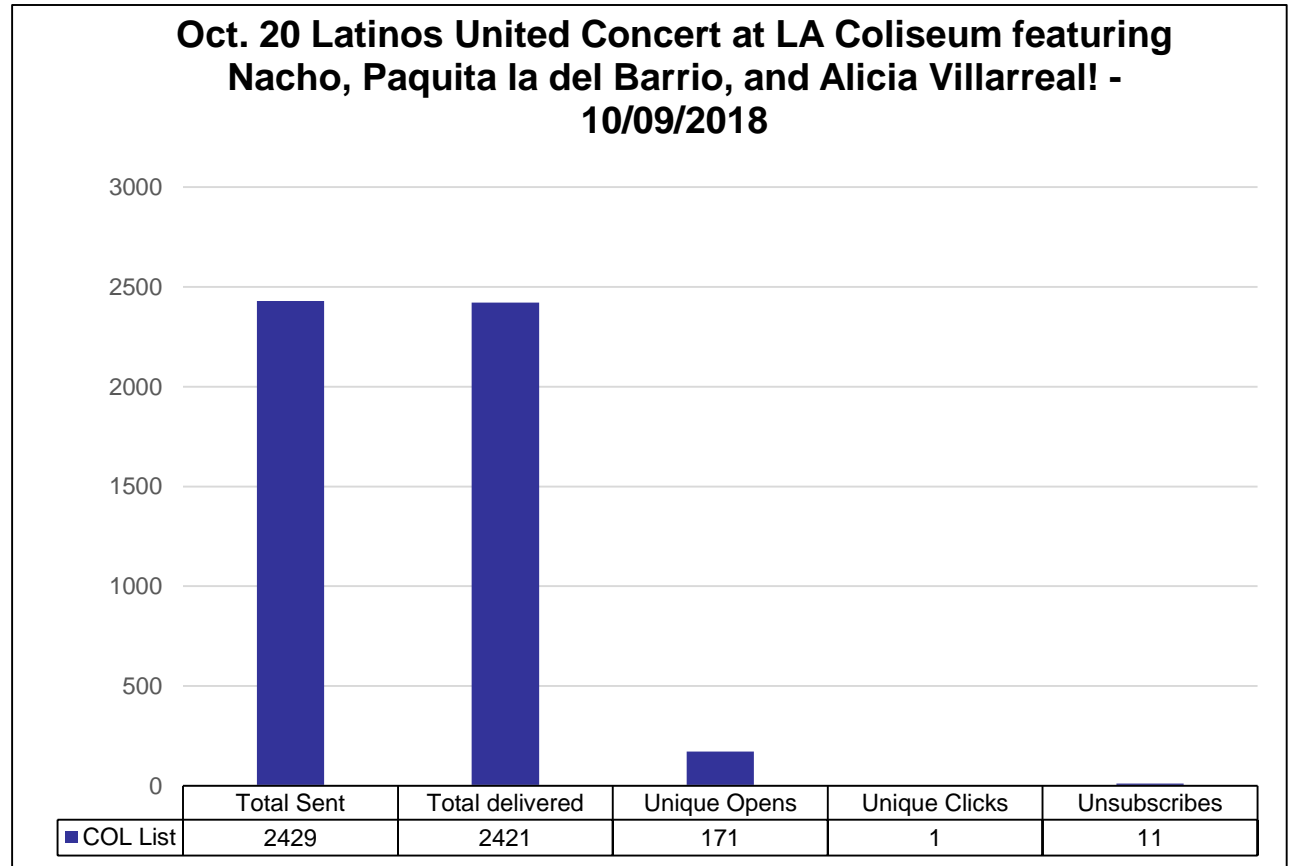
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Nacho, Paquita la del Barrio, and Alicia Villarreal! -
10/09/2018**





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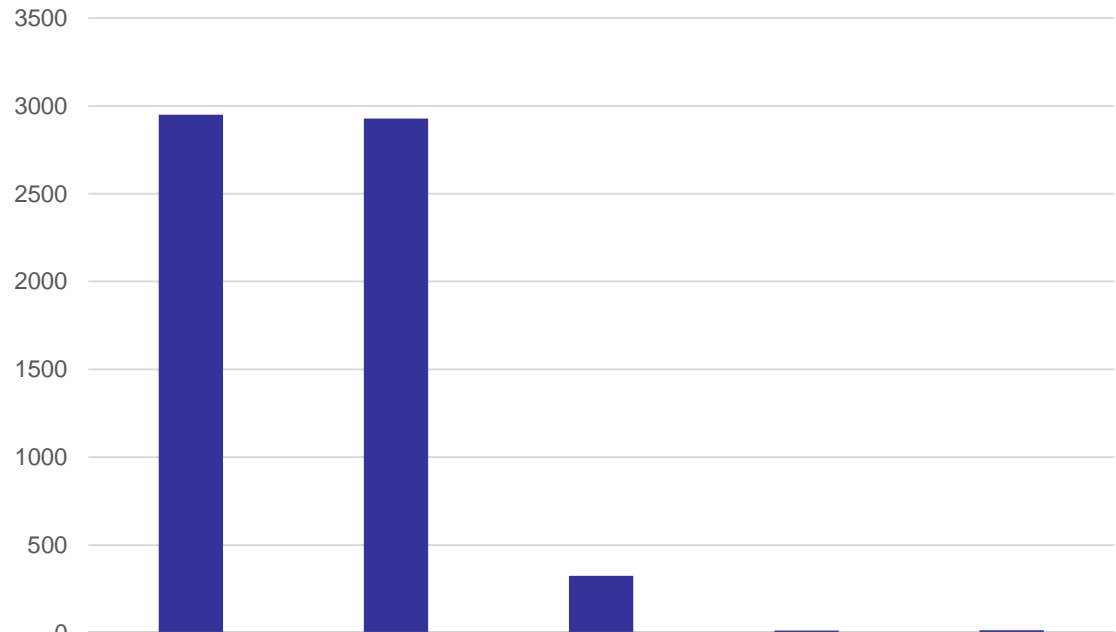
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	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
COL List	2950	2928	325	12	14



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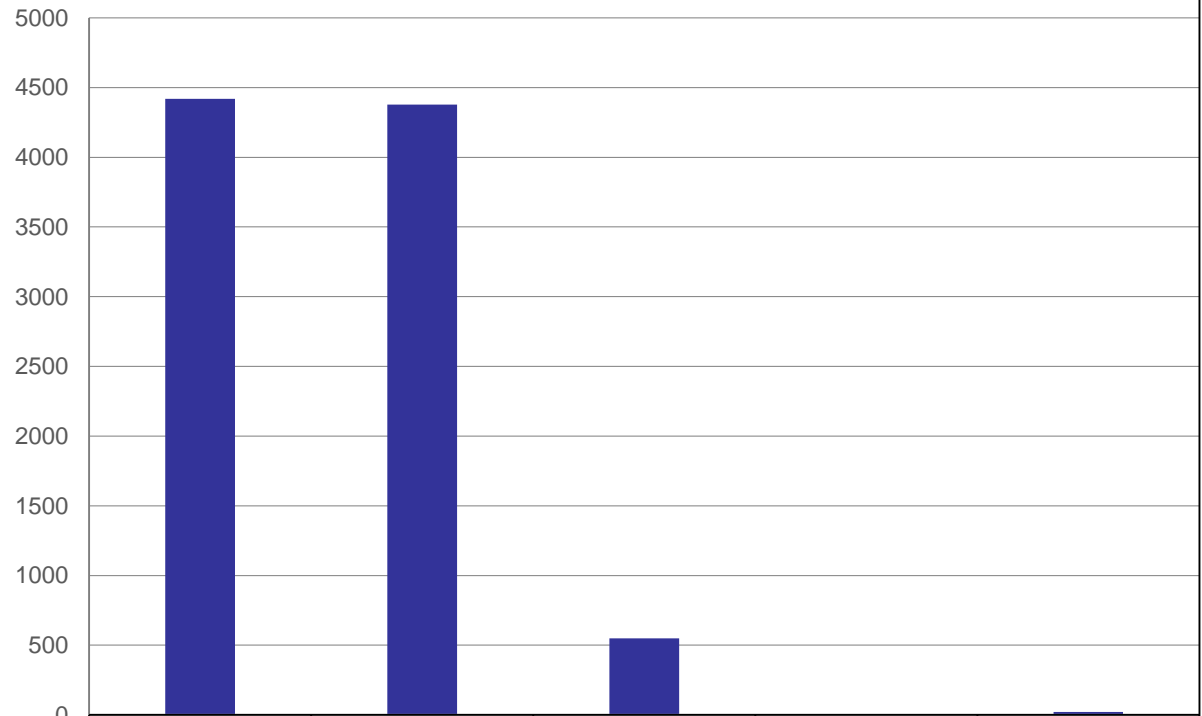
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	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
■ COL List	4418	4378	550	1	22



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October 2018

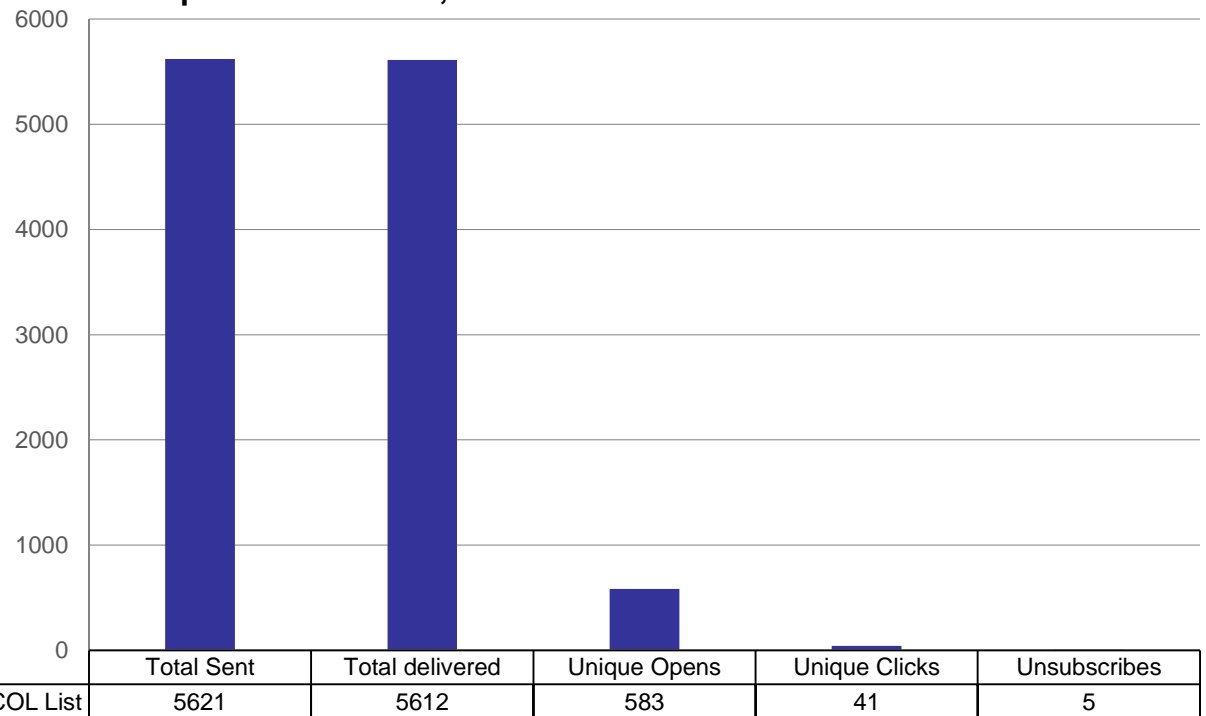
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October 2018

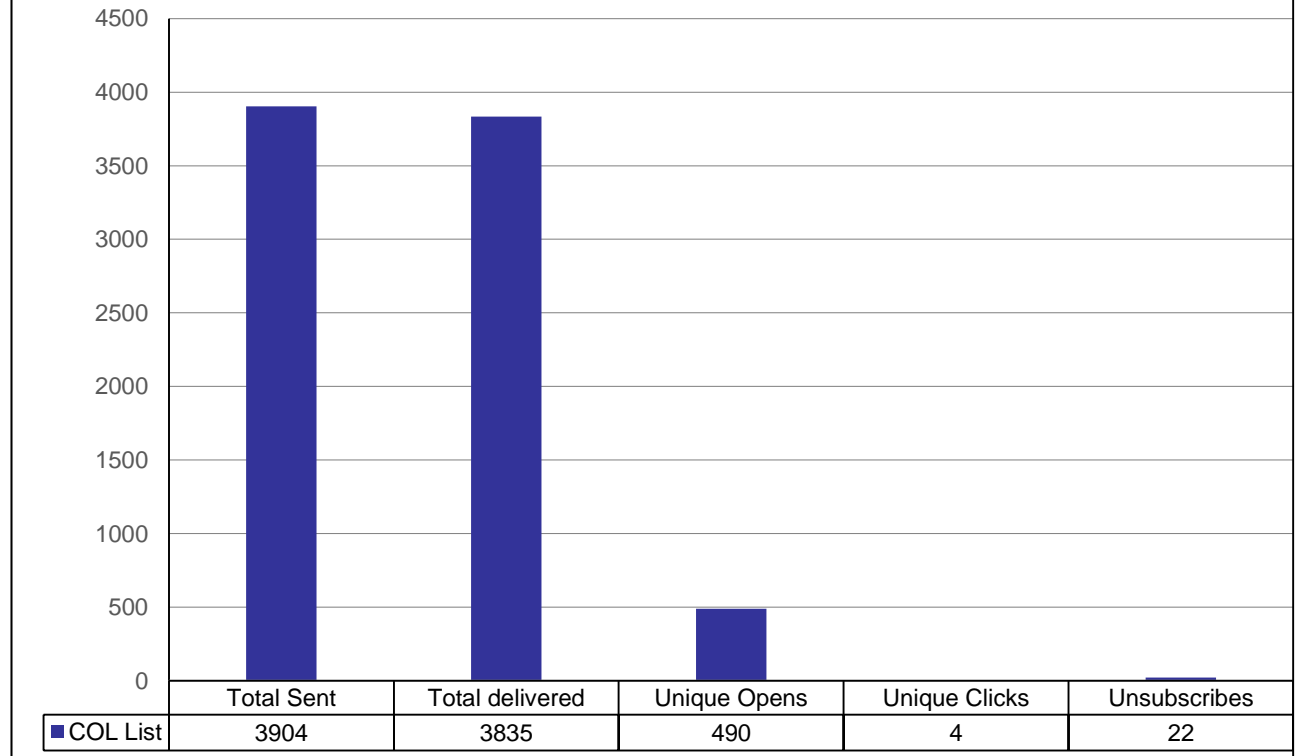
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Oct. 20 Latinos United Concert at LA Coliseum featuring Nacho, Paquita la del Barrio, and Alicia Villarreal! - 10/09/2018





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October 2018

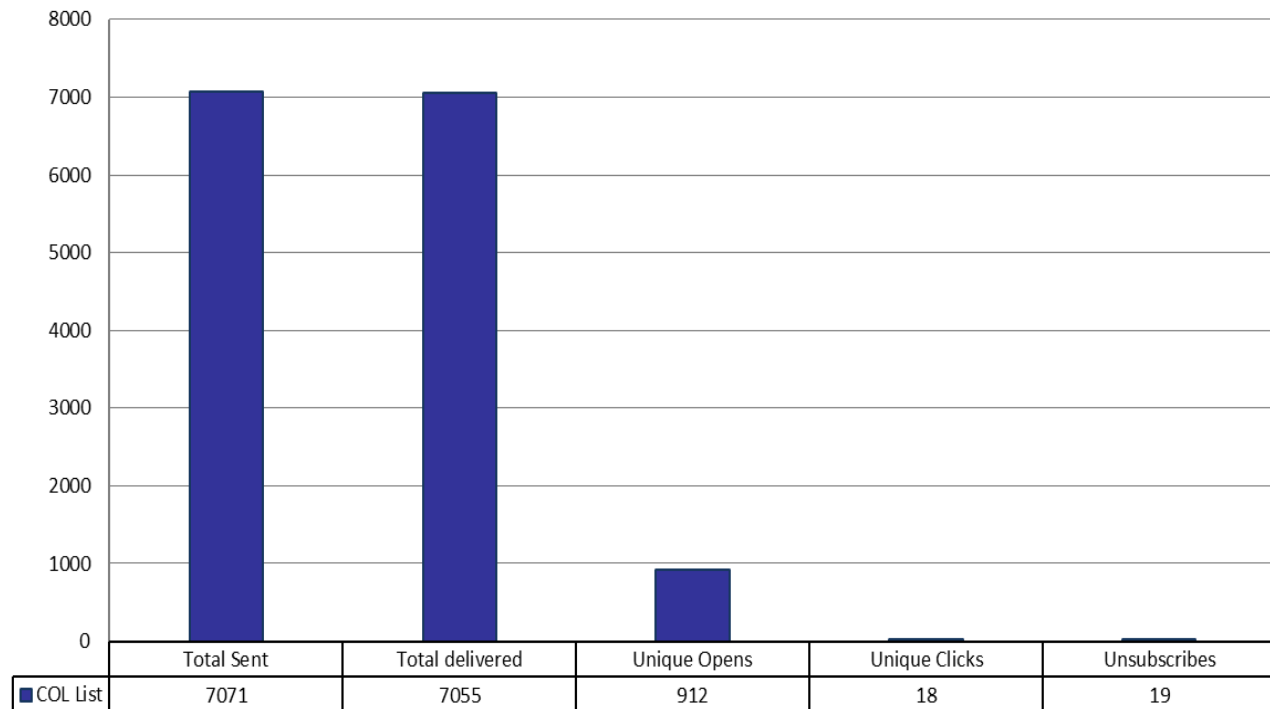
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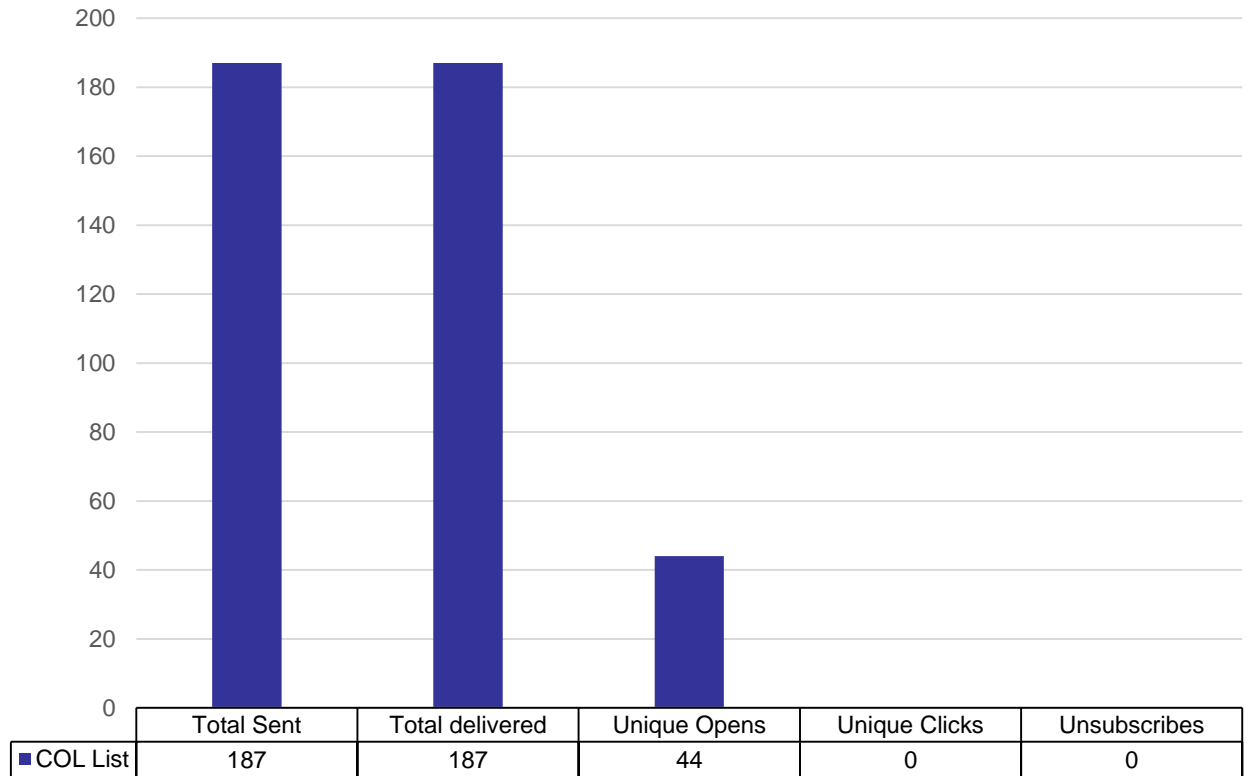
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On This Day In History at the Los Angeles Memorial Coliseum - 10/09/2018





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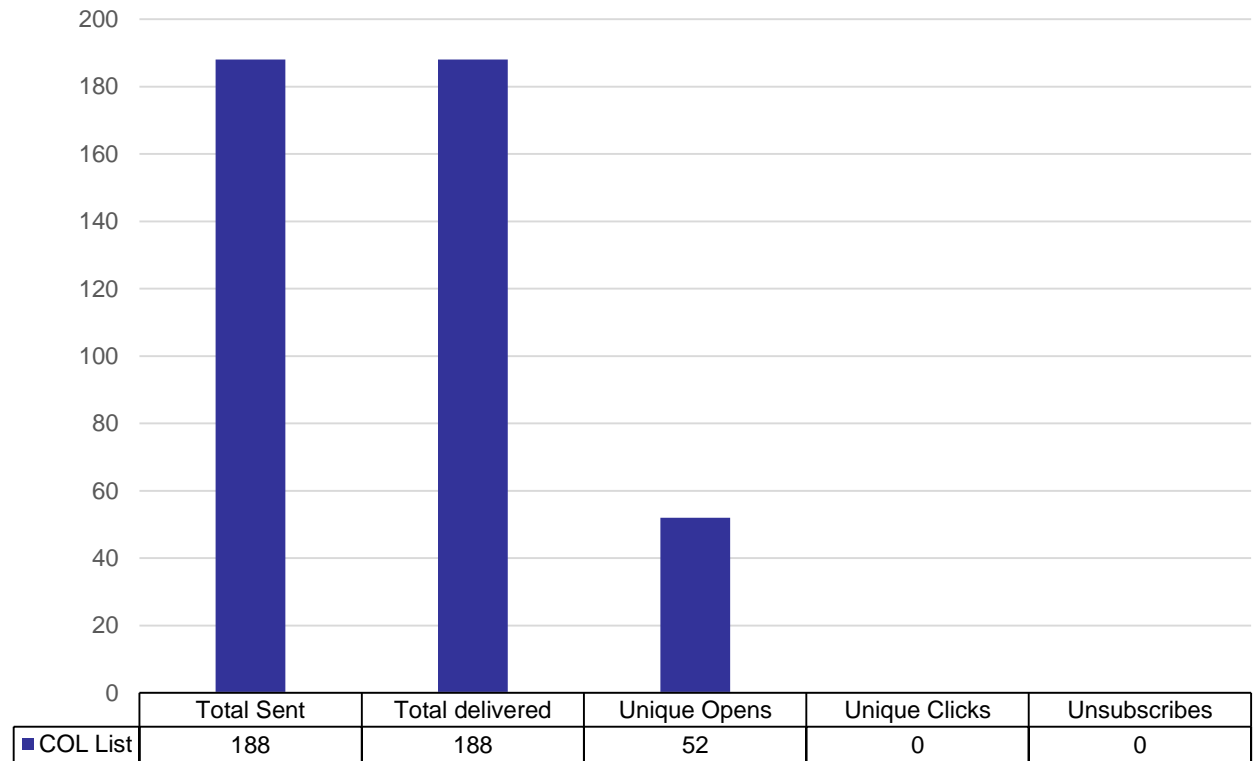
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On This Day In History at the Los Angeles Memorial Coliseum - 10/16/2018





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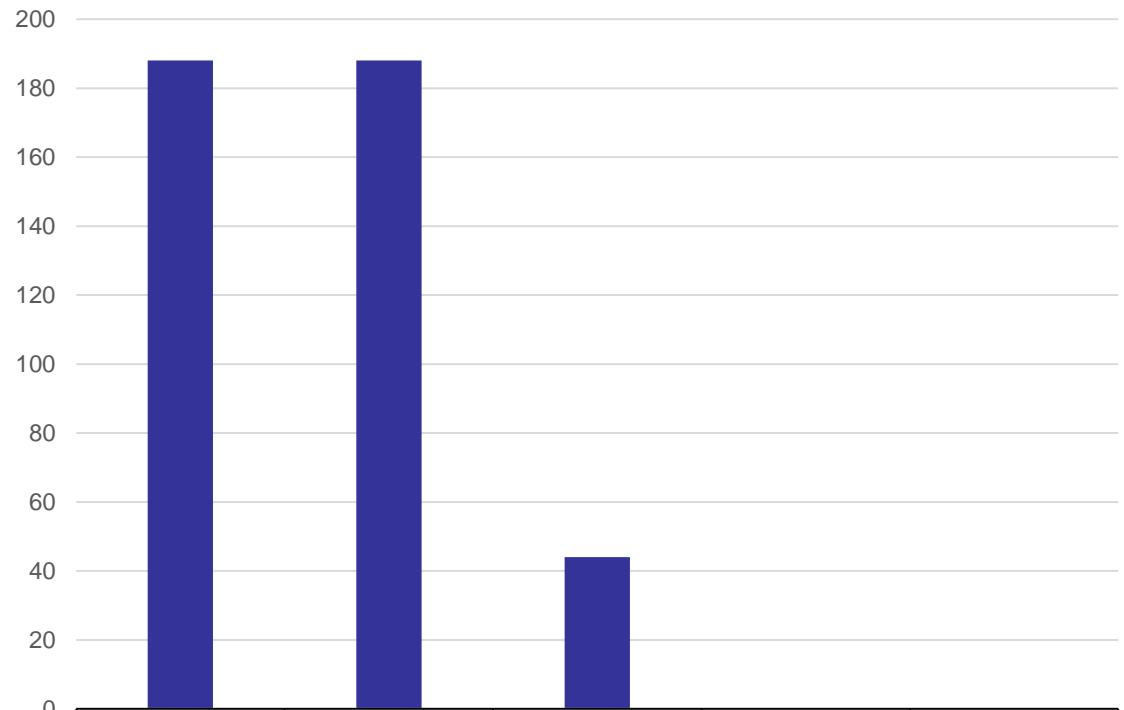
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On This Day In History at the Los Angeles Memorial
Coliseum - 10/23/2018



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
COL List	188	188	44	0	0



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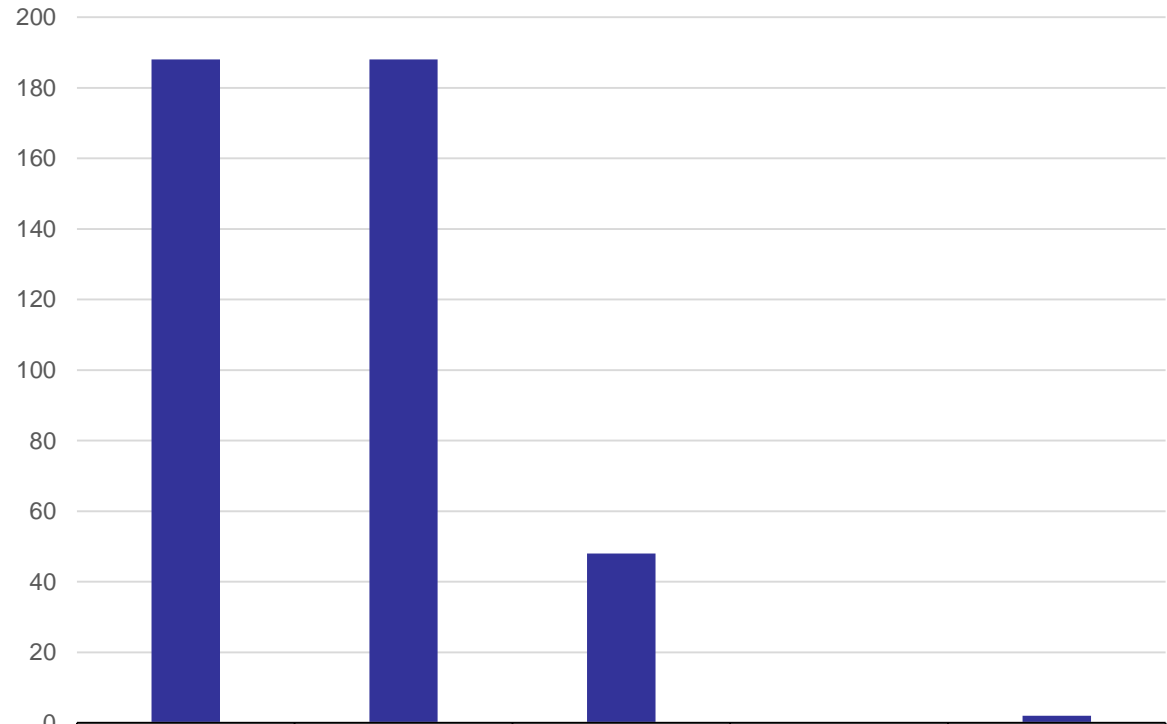
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On This Day In History at the Los Angeles Memorial Coliseum - 10/30/2018



■ COL List	188	188	48	0	2
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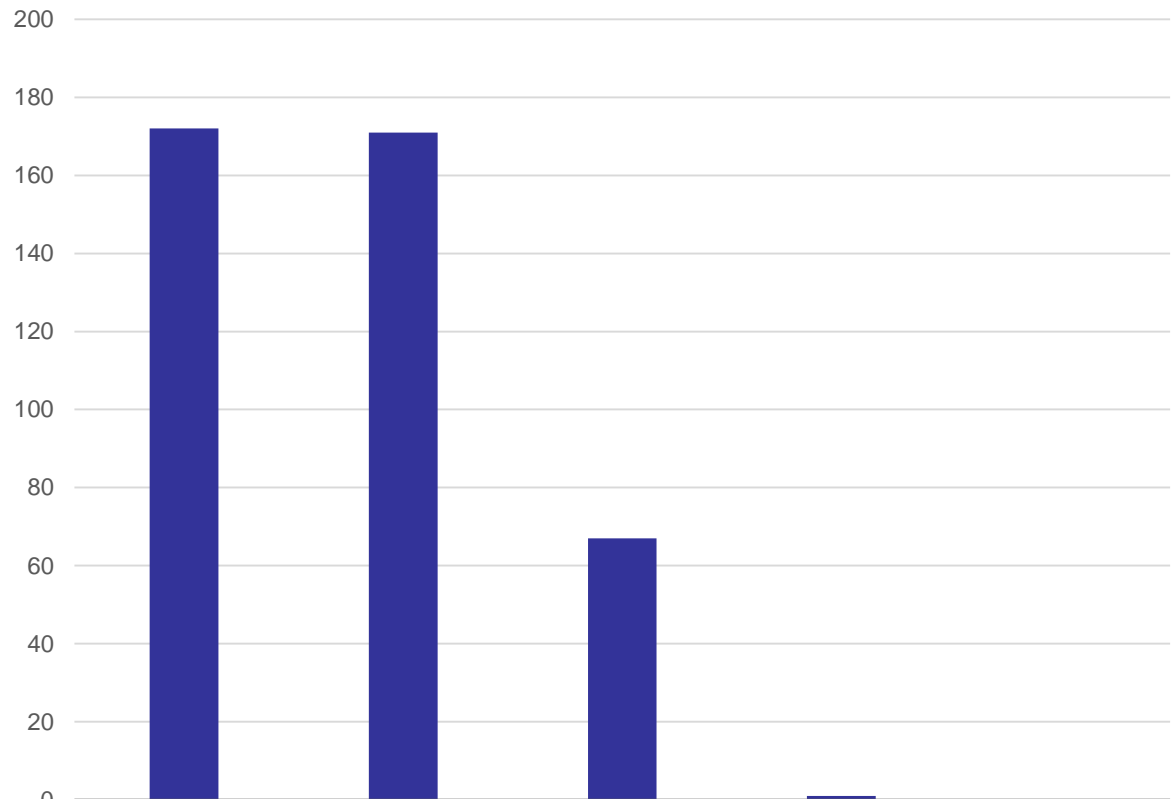
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20181001 HSC Weekly - 10/01/2018



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
■ HSP List	172	171	67	1	0



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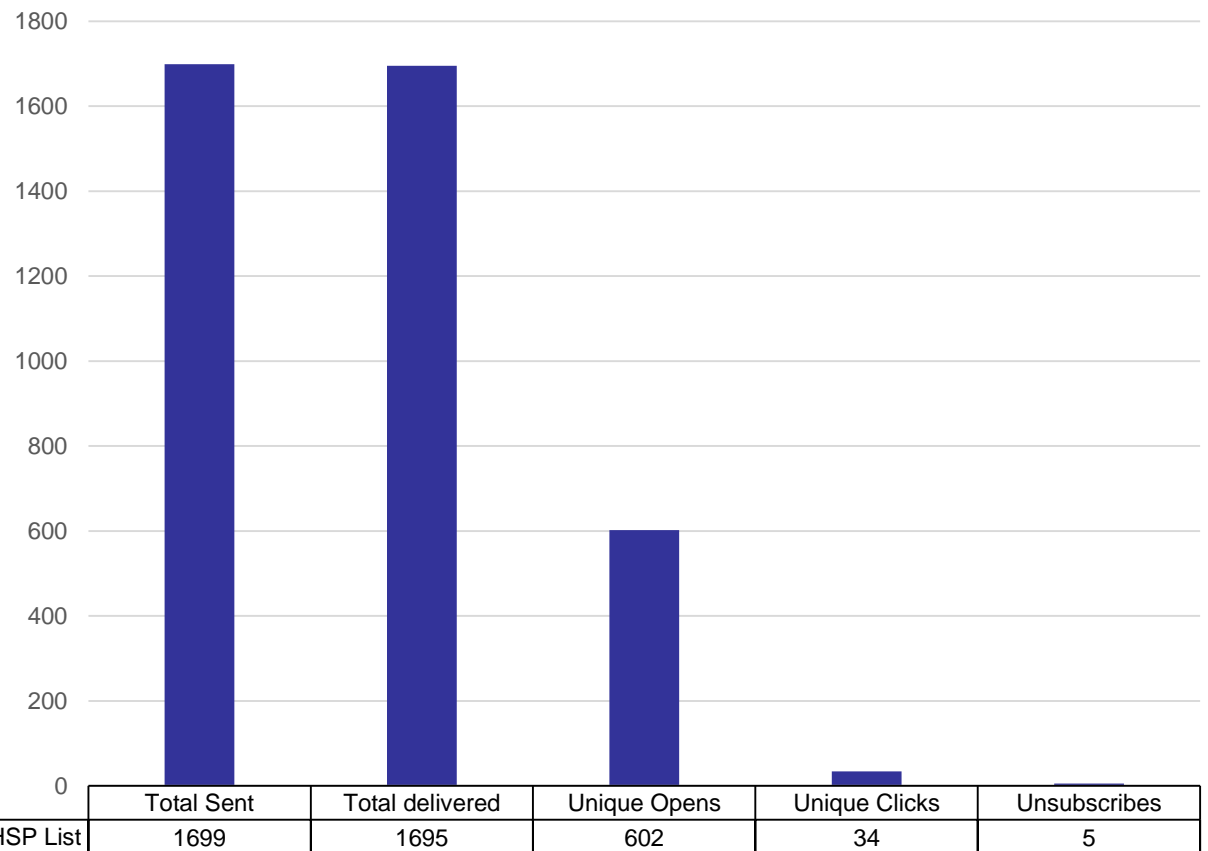
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This Week - October 1, 2018 - 10/01/2018





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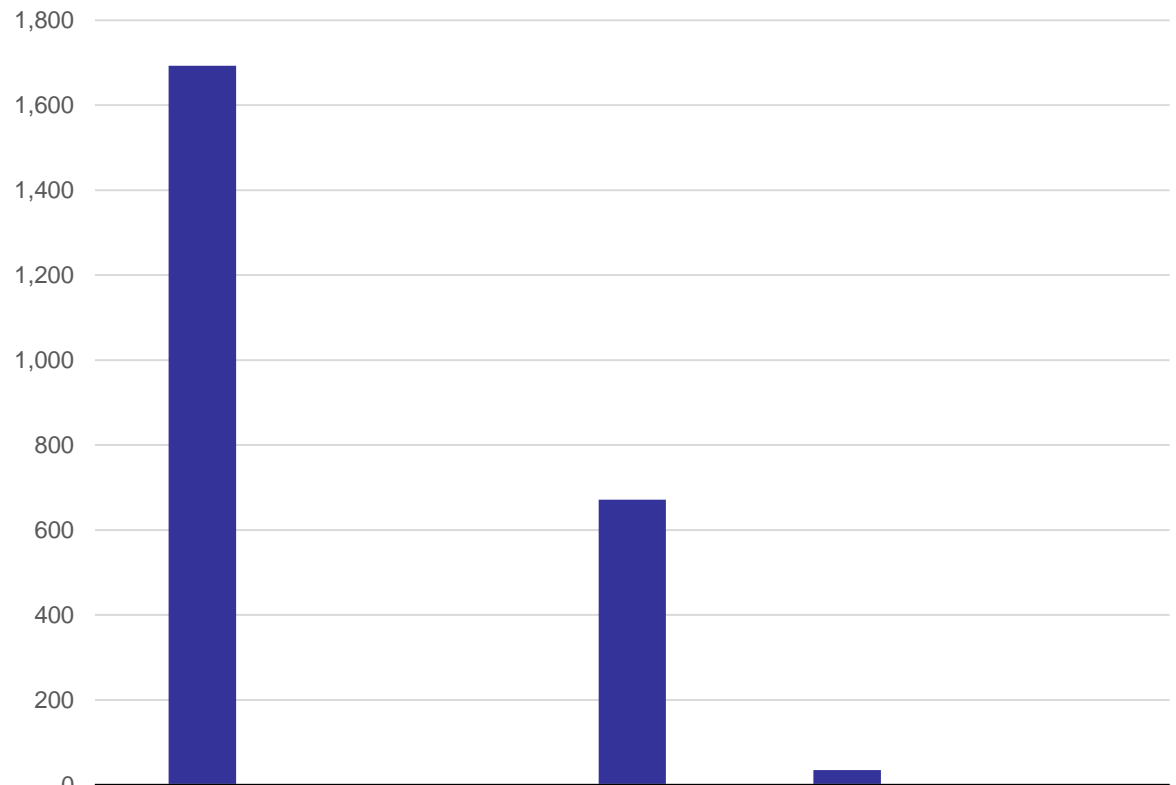
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Invitation to Meet, Mingle and Chat 10.15.18 - 10/05/2018



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
■ HSP List	1,693	0	671	35	0



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October 2018

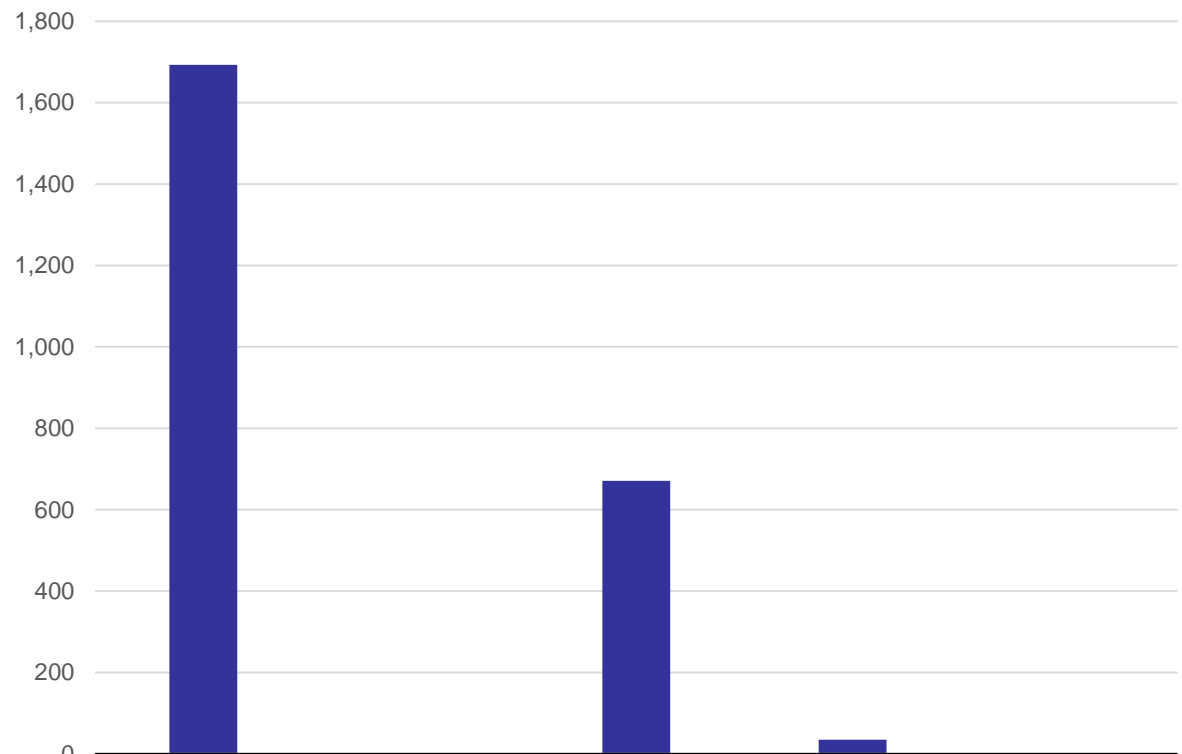
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	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
■ HSP List	1,693	0	671	35	0



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Email Campaign Reports

October 2018

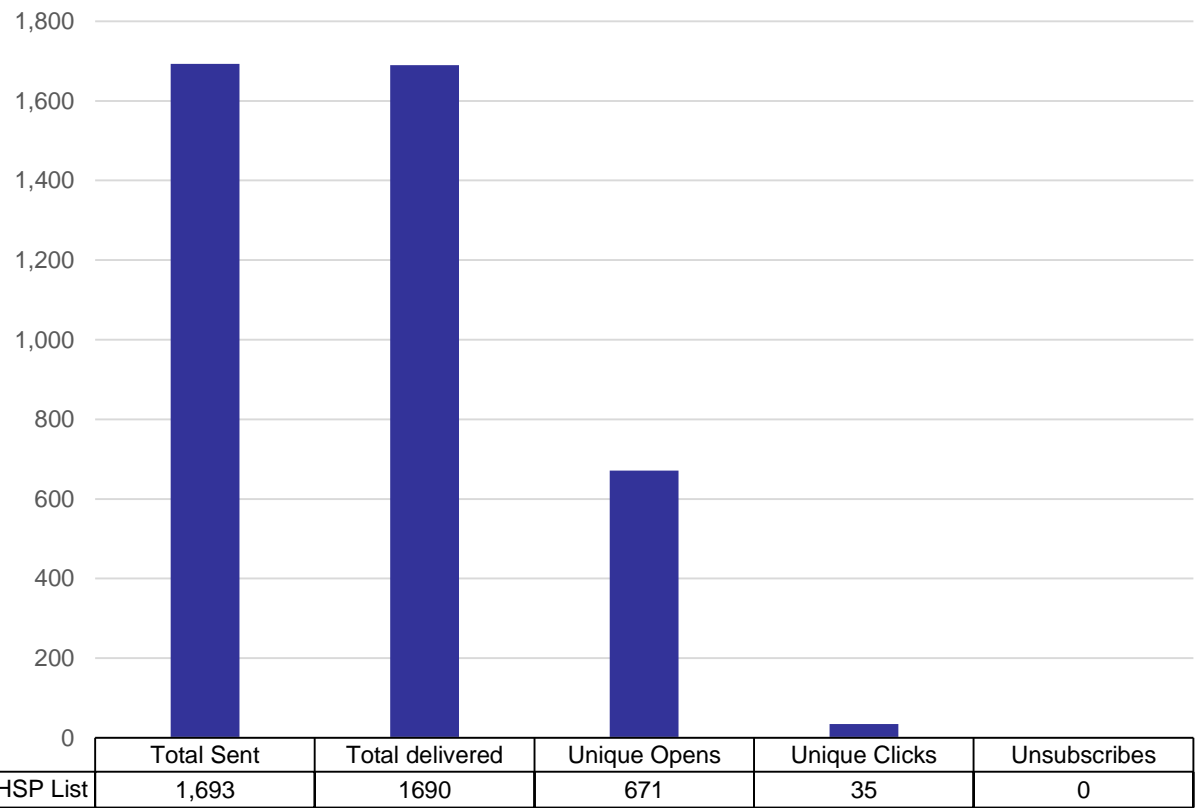
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20181008 HSC Weekly - 10/05/2018





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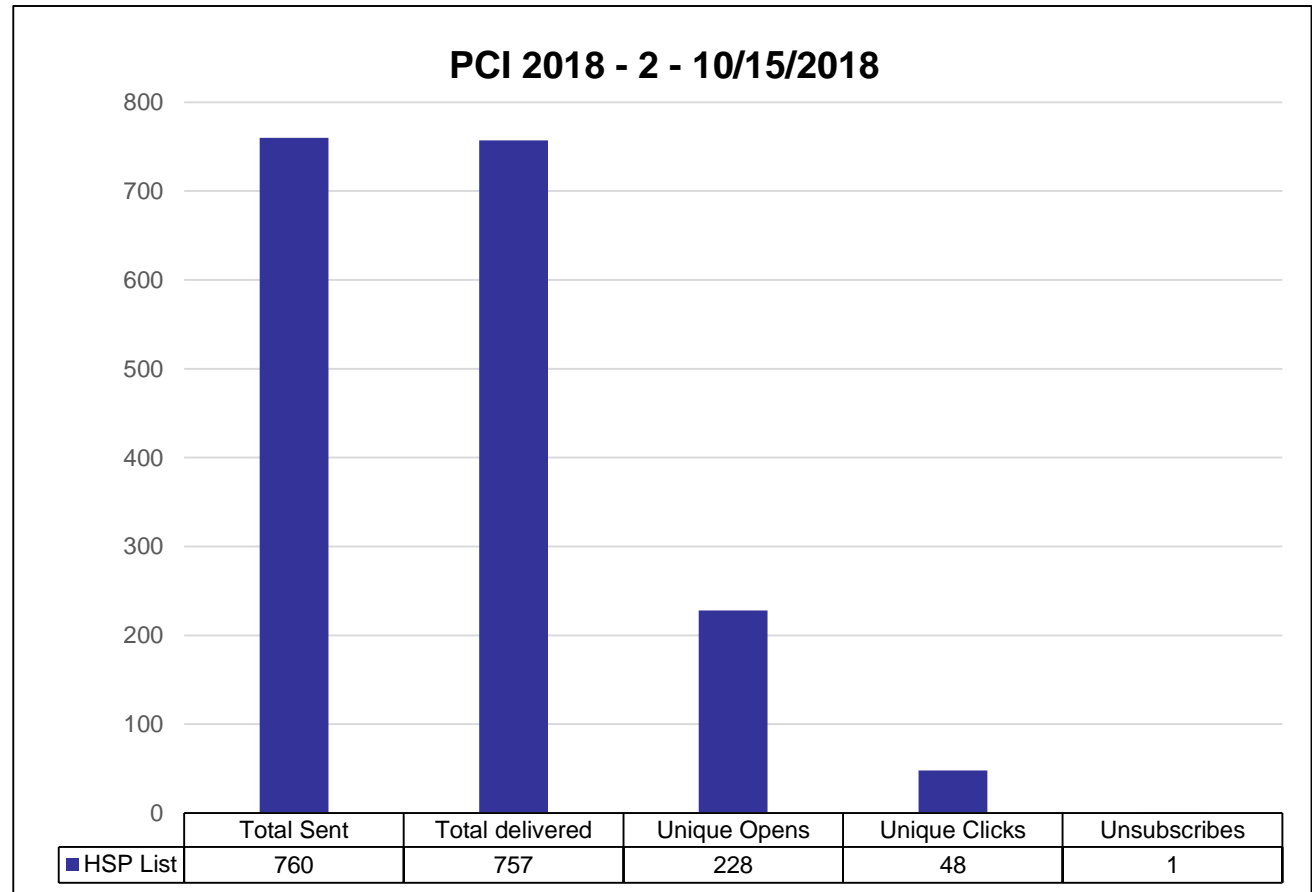
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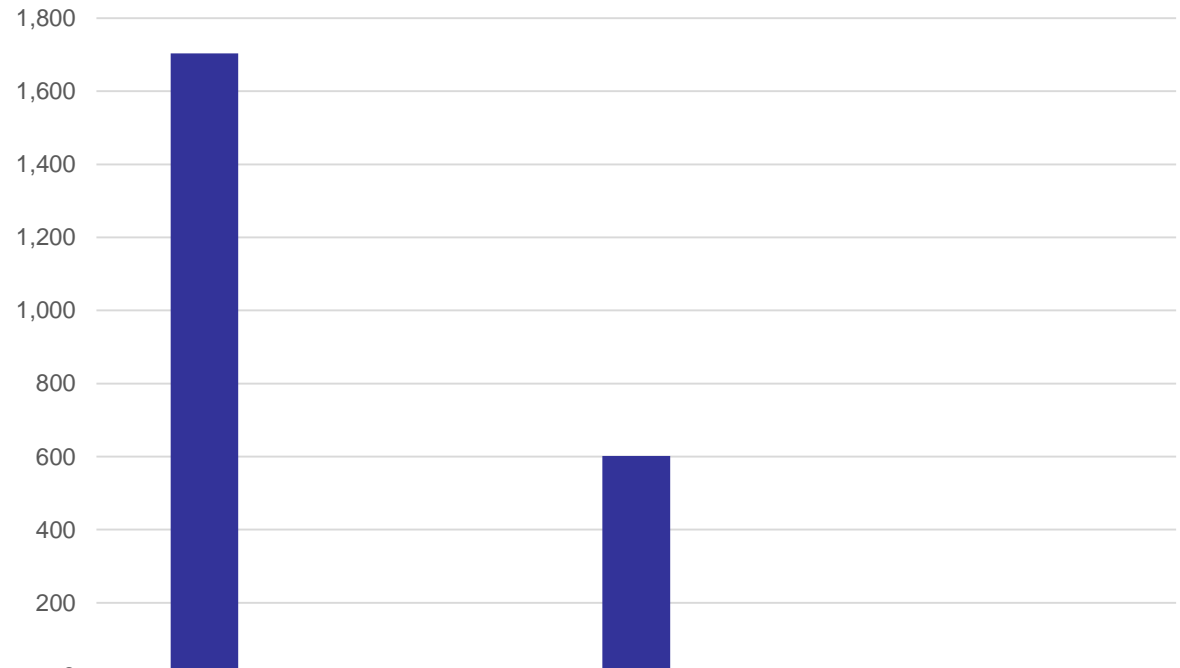
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Reminder: Invitation to Meet, Mingle and Chat 10.15.18 -
10/12/2018



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
■ HSP List	1,704	0	602	21	1

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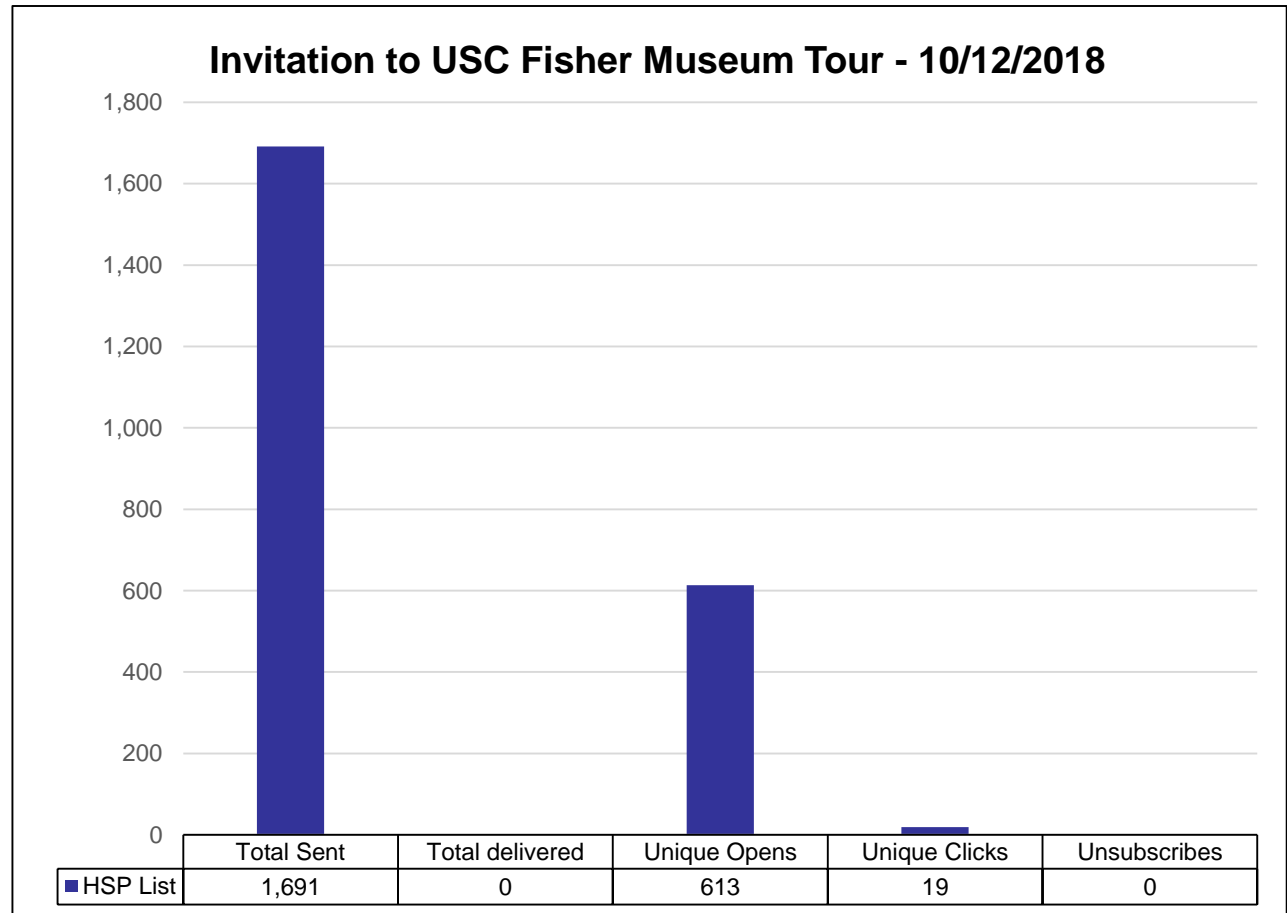
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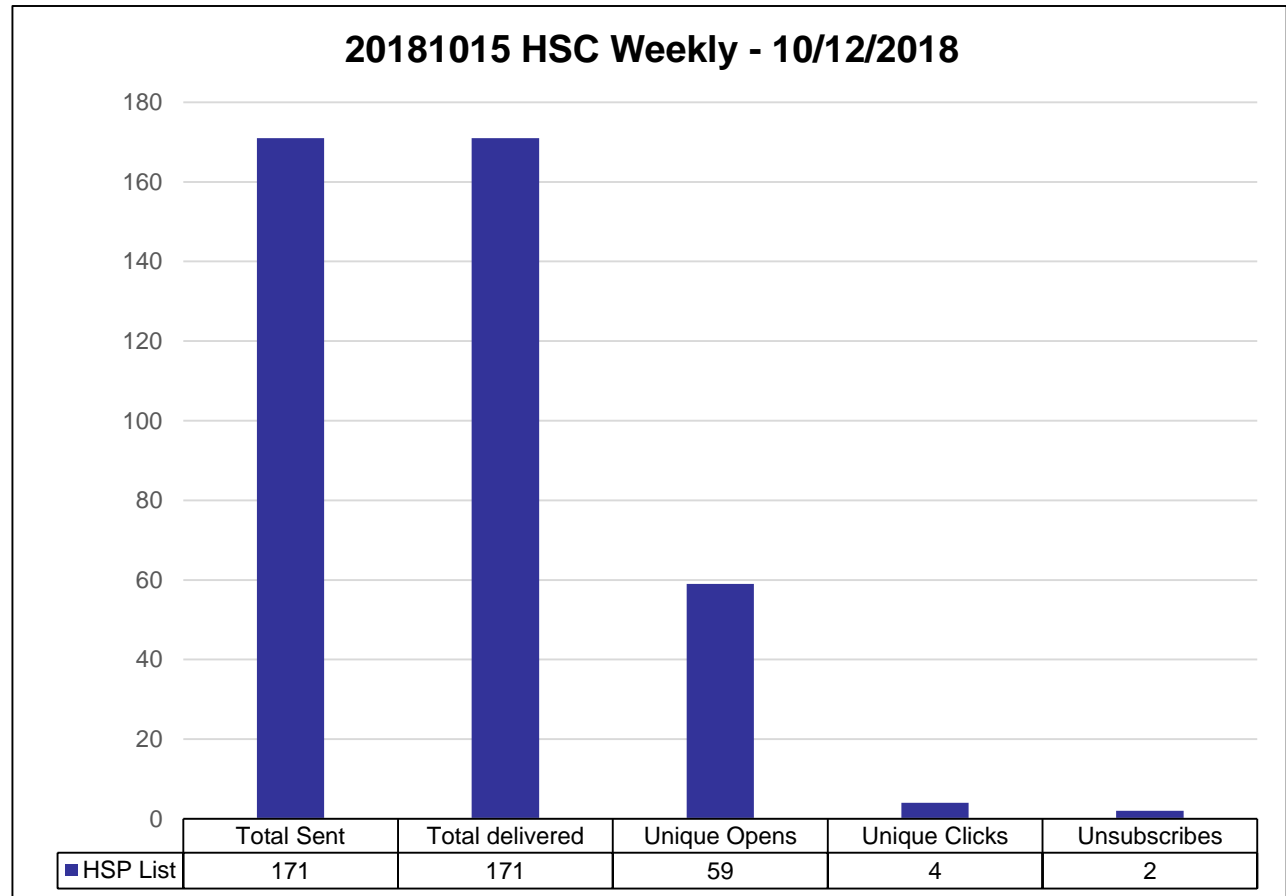
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20181015 HSC Weekly - 10/12/2018





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October 2018

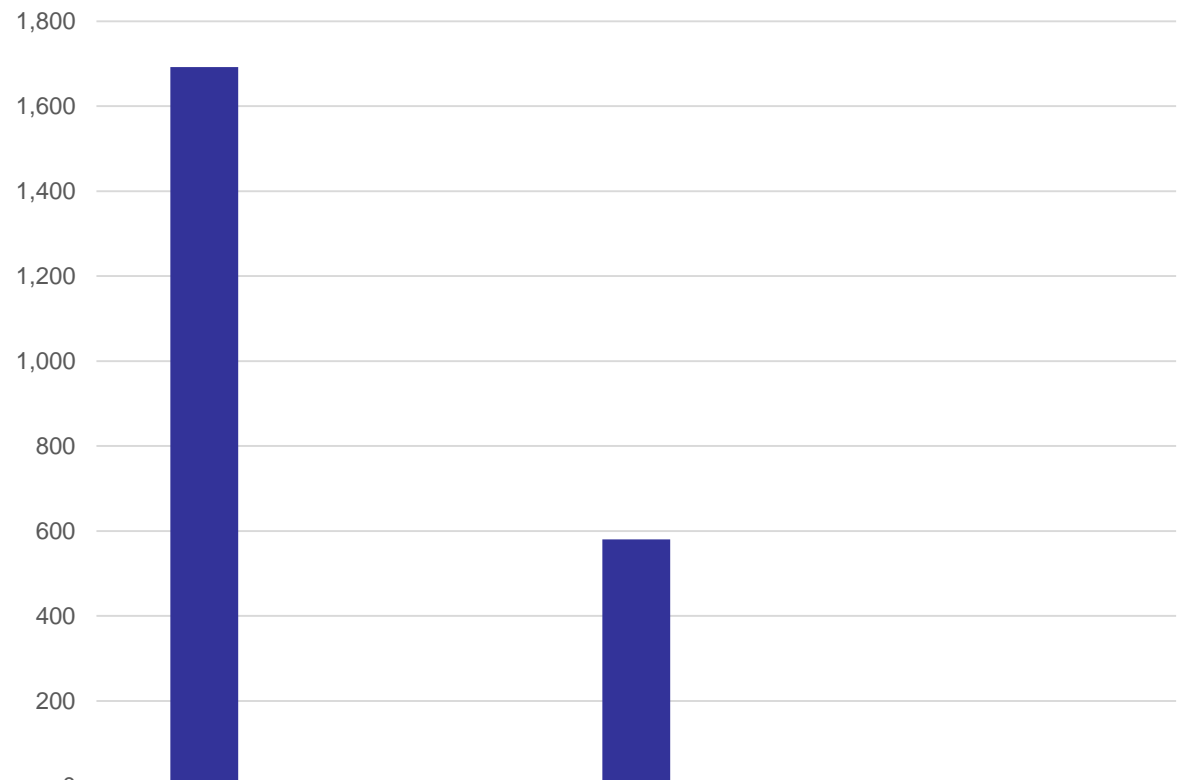
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Football Buffet Colorado 10.13.18 - 10/11/2018



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
■ HSP List	1,692	0	580	11	1



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Email Campaign Reports

October 2018

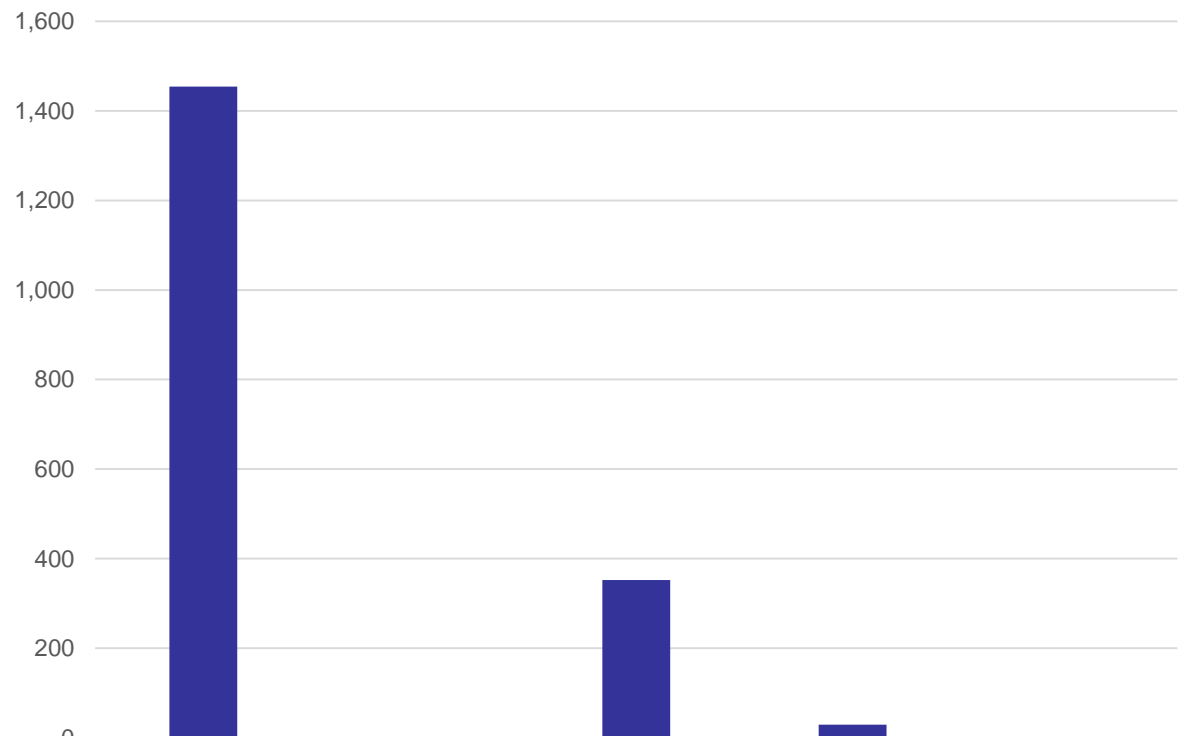
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10132018 Game Day Eblast - 10/09/2018



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
■ HSP List	1,454	0	352	29	2



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October 2018

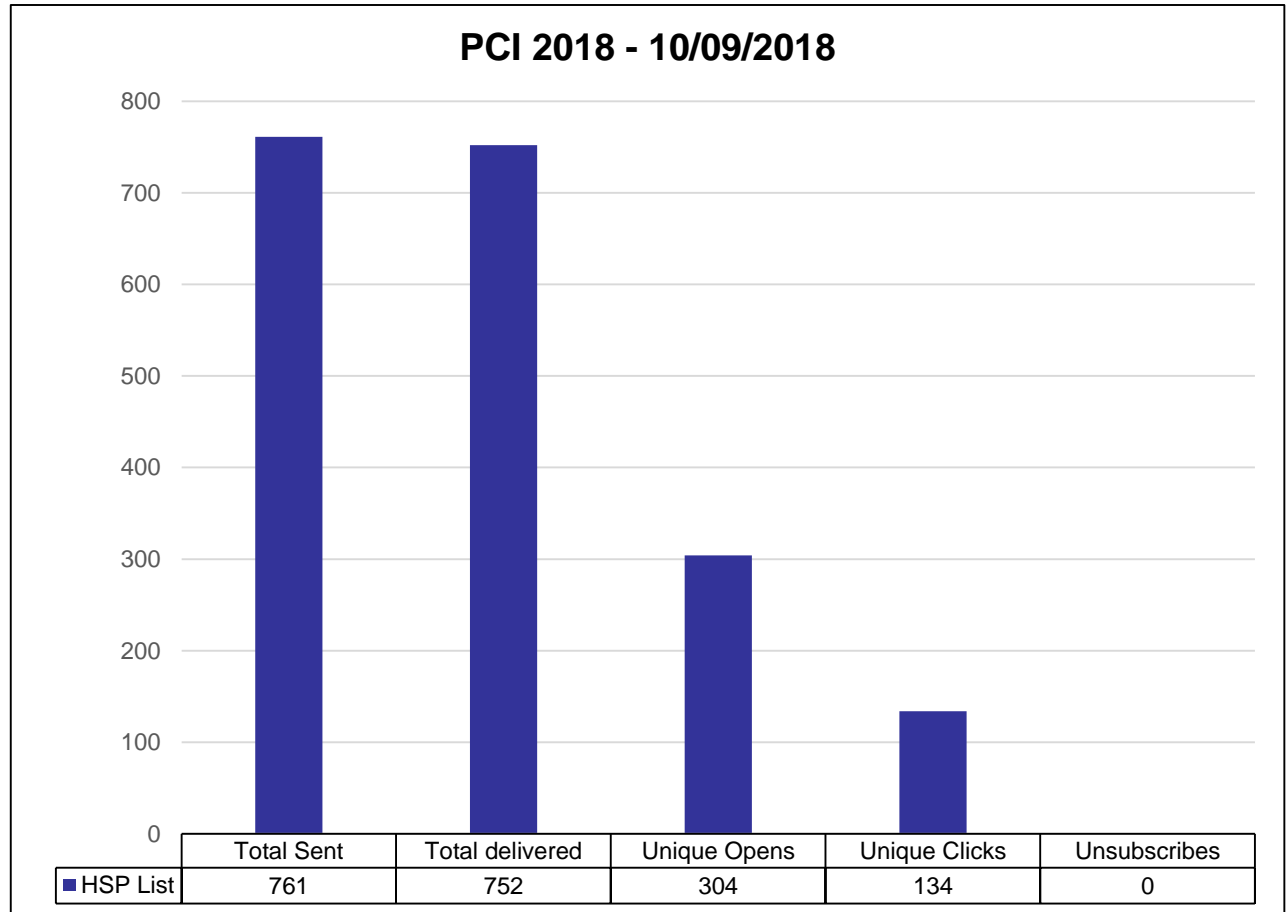
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PCI 2018 - 10/09/2018





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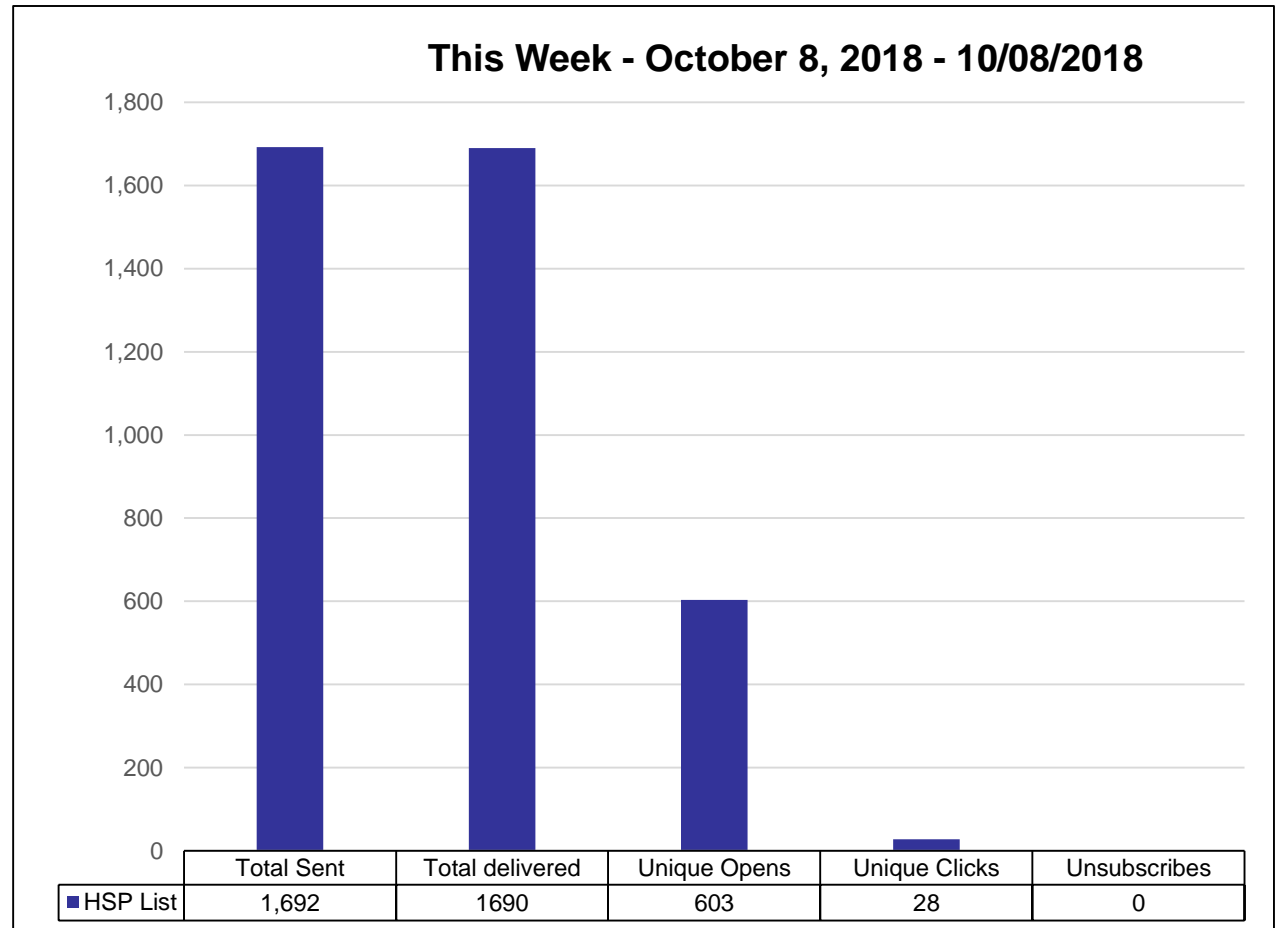
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This Week - October 8, 2018 - 10/08/2018



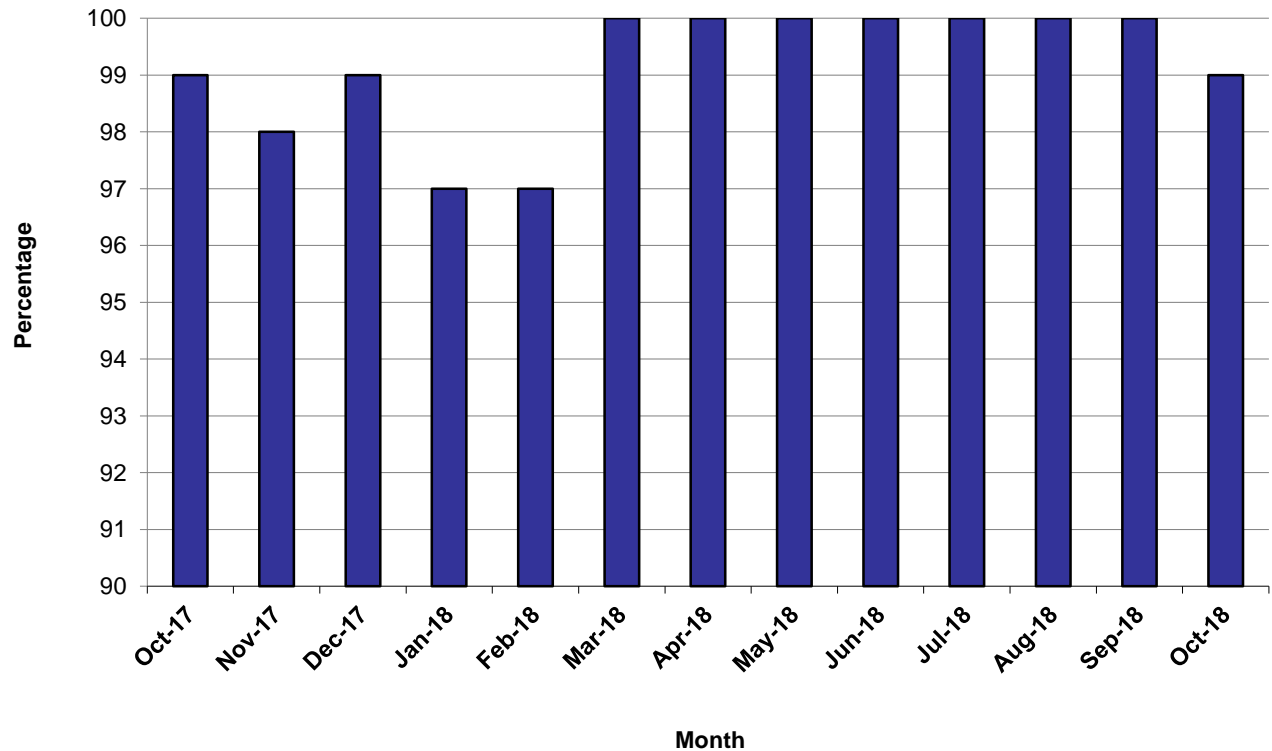


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Customer Satisfaction Report

October 2018

Customer Satisfaction



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Thank You !!