



AUXILIARY SERVICES IT

AS IT MONTHLY REPORTS

For September 2018

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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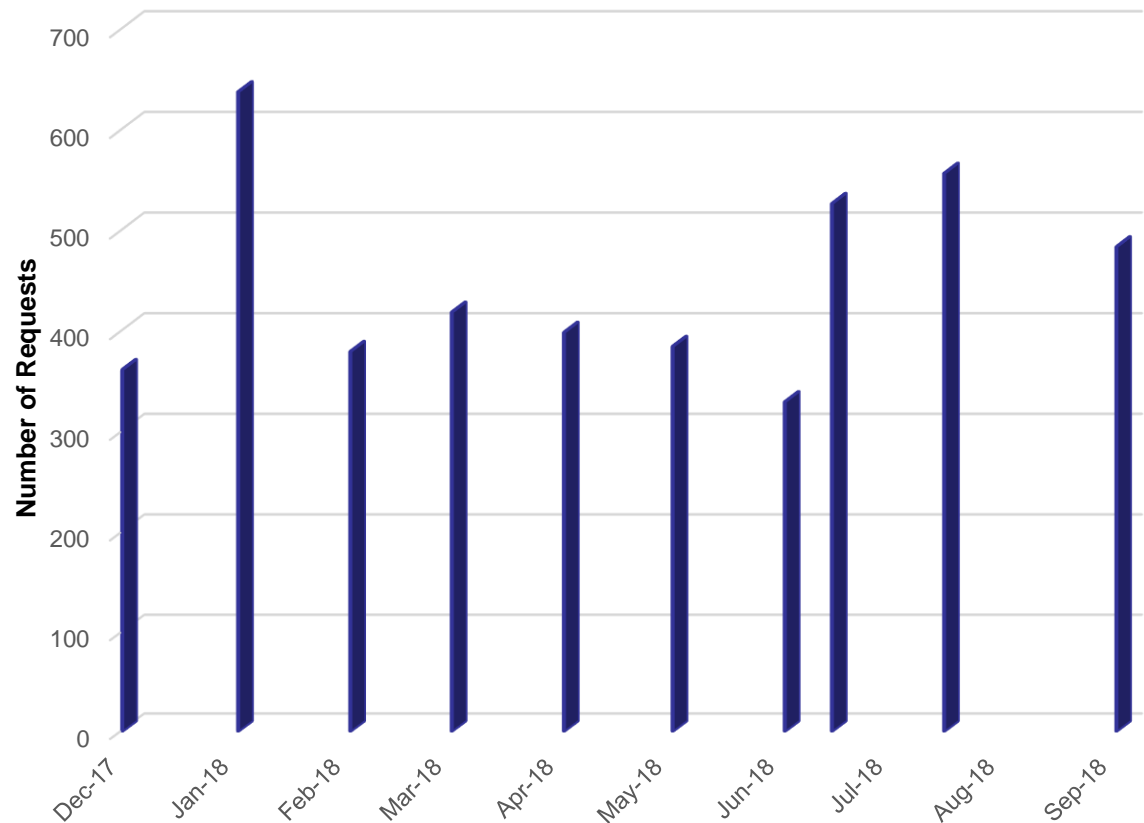


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Service Desk Reports

September 2018

Total New Requests



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Service Desk Reports

September 2018

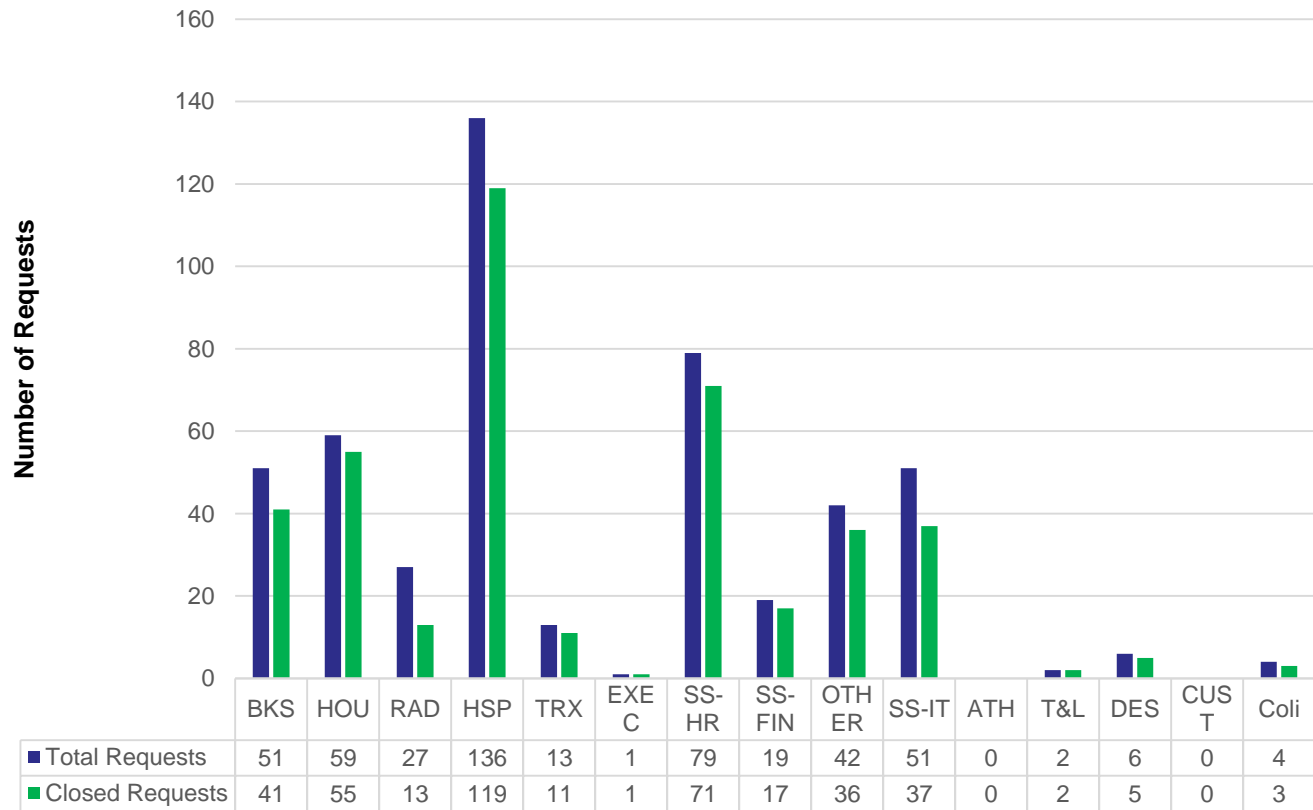
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Total New Vs Closed Requests





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Service Desk Reports

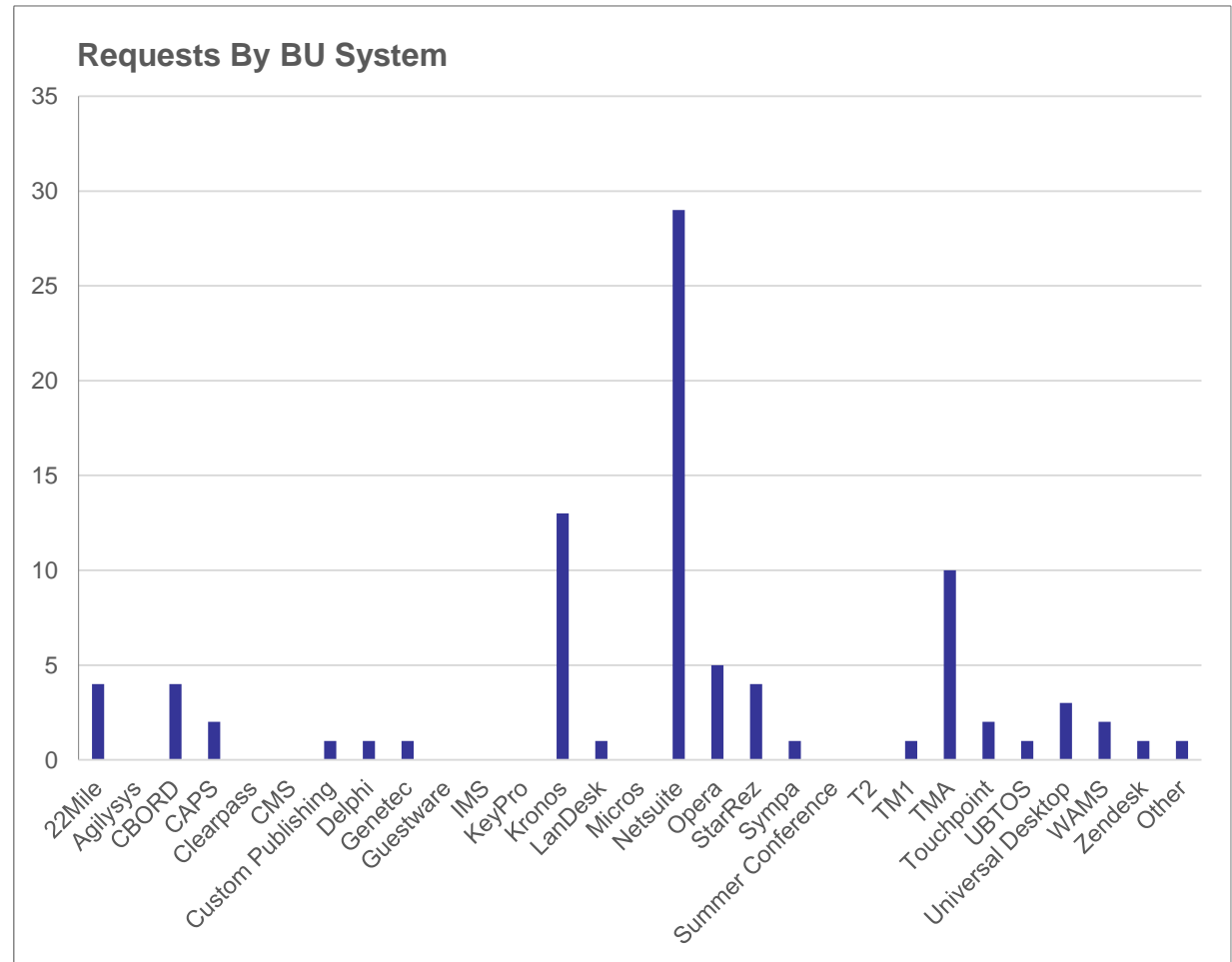
August 2018

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Service Desk Reports

September 2018

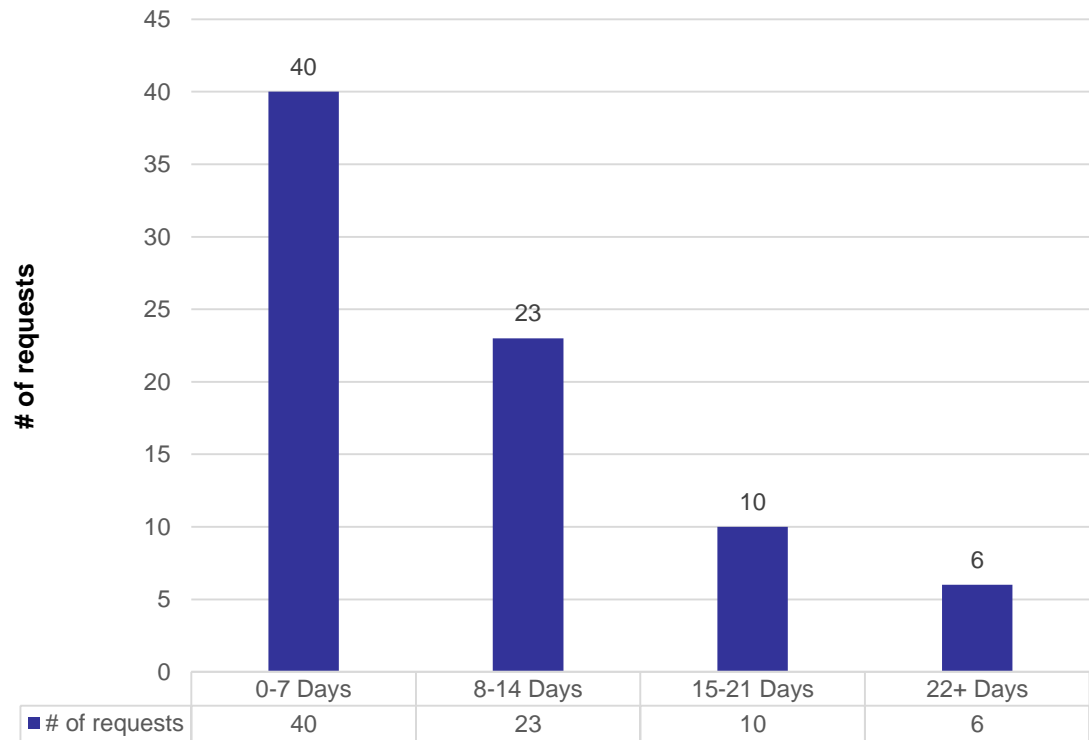
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Open Requests Aging Report





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Service Desk Reports September 2018

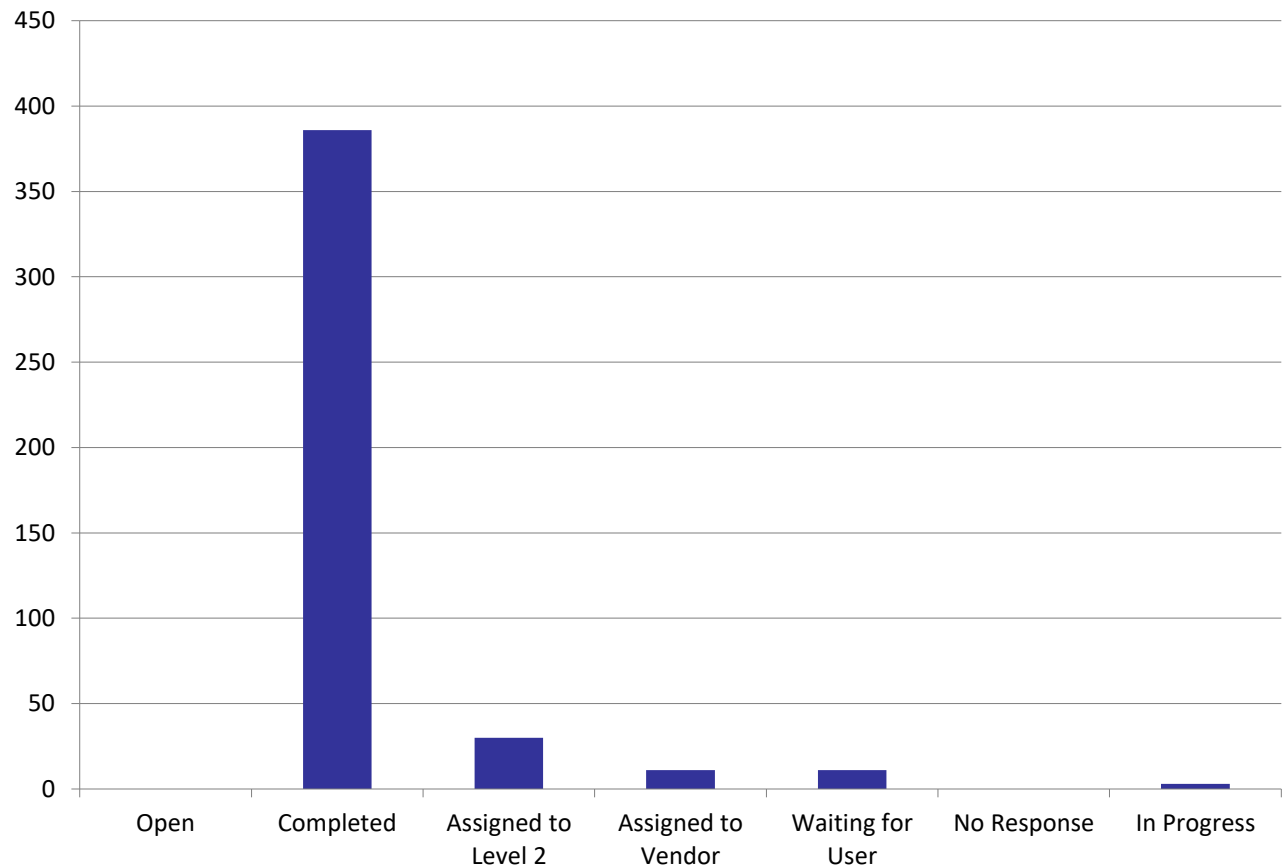
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of Web Requests Opened By Status





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Service Desk Reports

September 2018

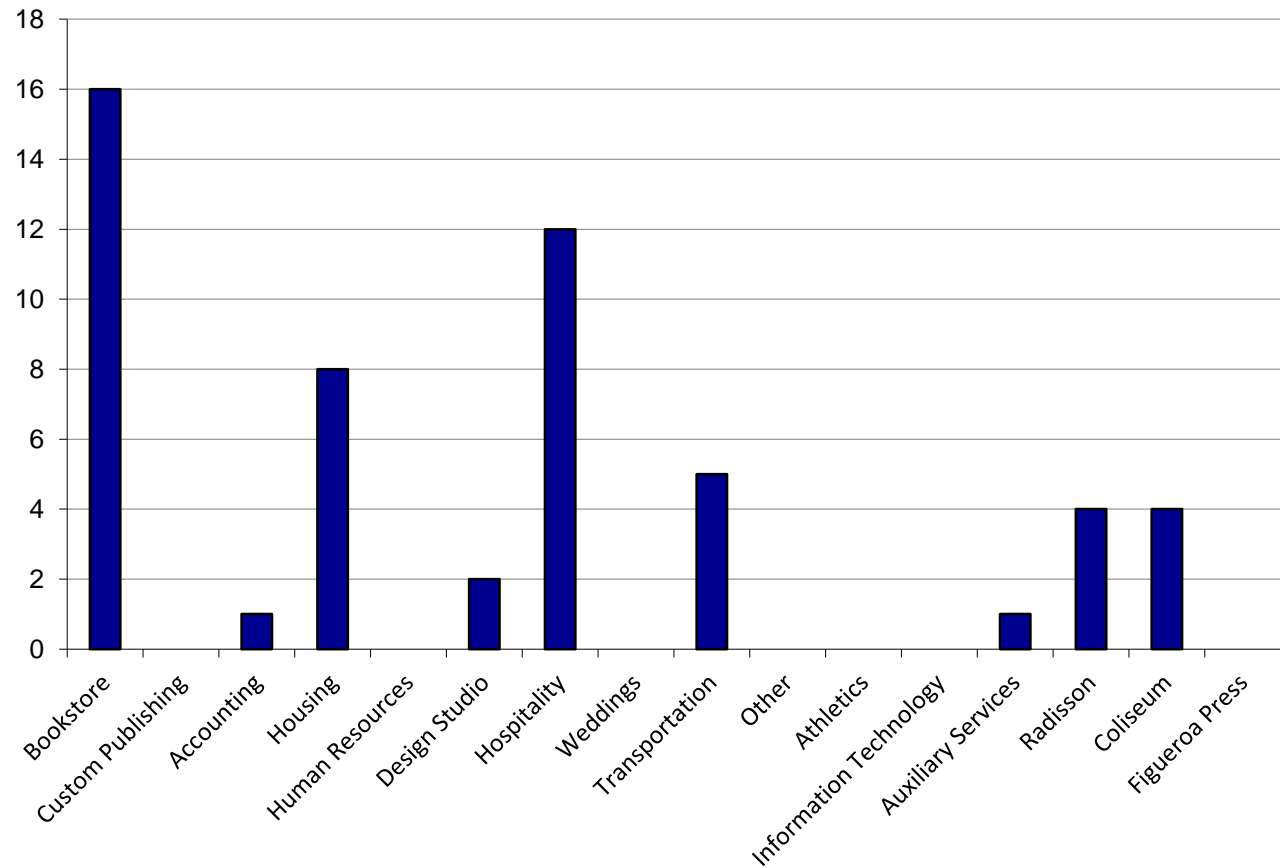
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of Web Requests Opened By Unit





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Service Desk Reports

September 2018

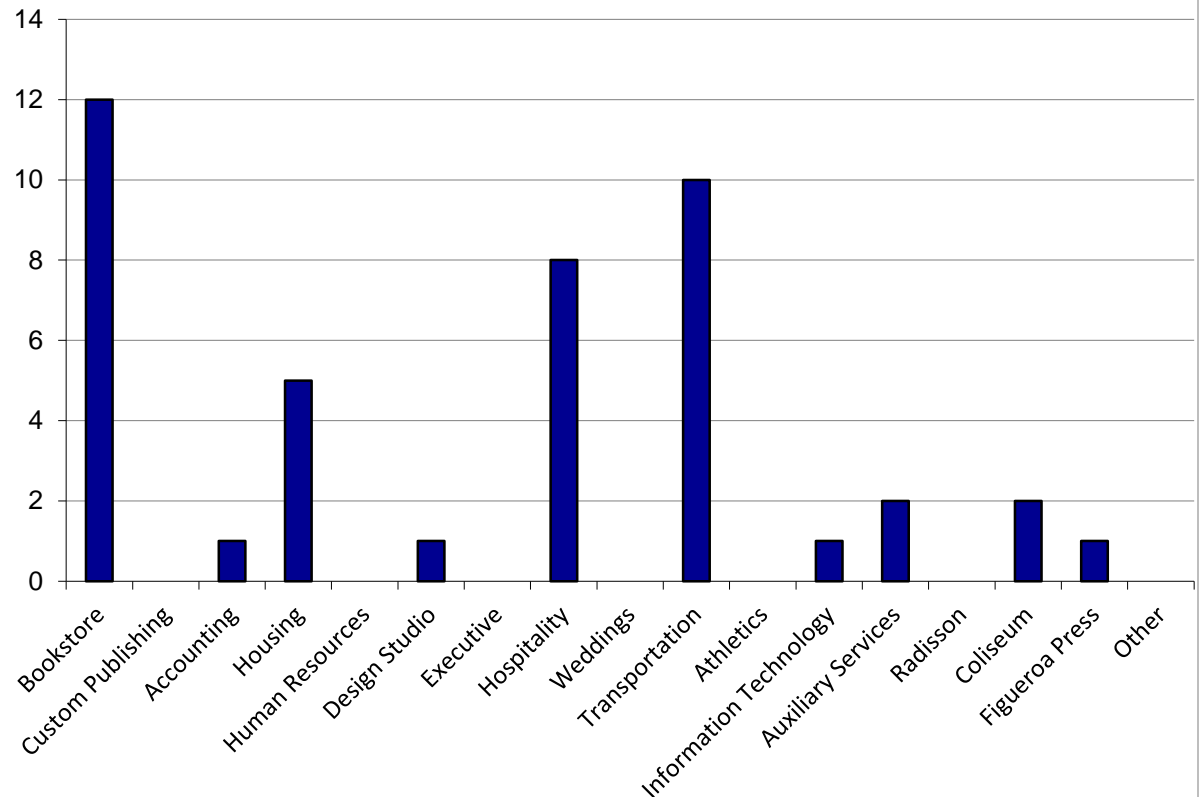
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of Web Requests Closed By Unit





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Website Reports

September 2018

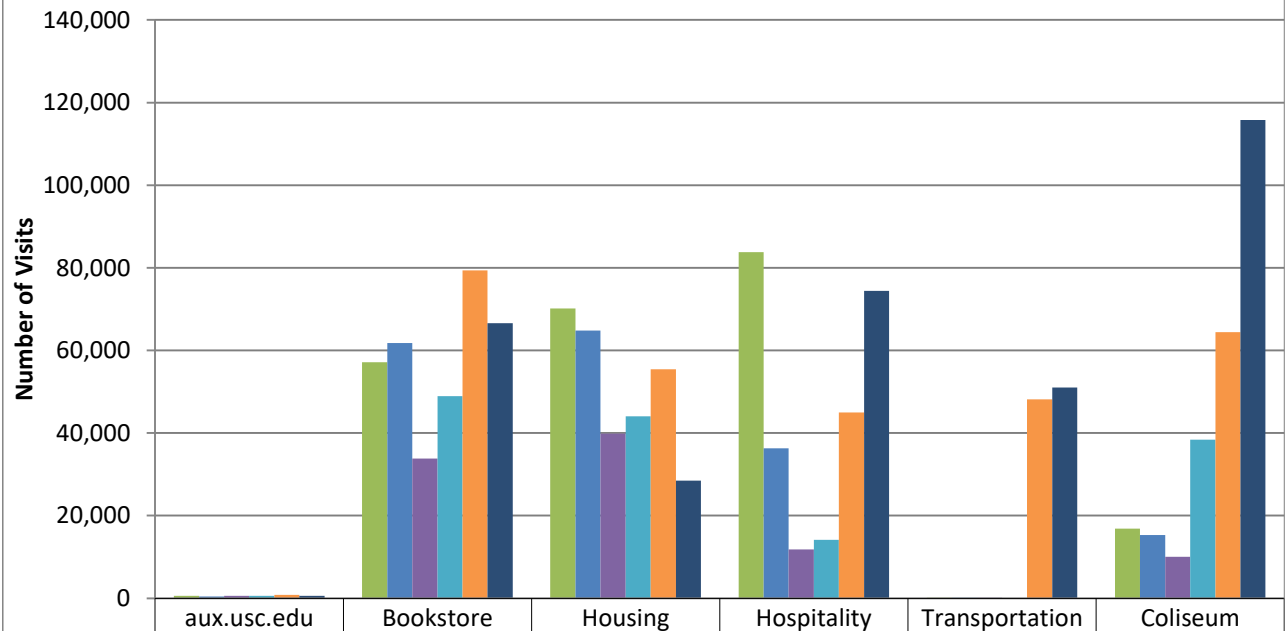
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Web Visits Per Month - BU Main Sites



	aux.usc.edu	Bookstore	Housing	Hospitality	Transportation	Coliseum
■ Apr-18	555	57,107	70,171	83,824	145	16,834
■ May-18	456	61,818	64,809	36,296	104	15,288
■ Jun-18	567	33,850	39,831	11,786	152	10,045
■ 18-Jul	621	48,951	44,042	14,136	66	38,353
■ Aug-18	831	79,383	55,434	44,958	48,124	64,413
■ Sep-18	578	66,613	28,481	74,406	51,009	115,798



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Website Reports

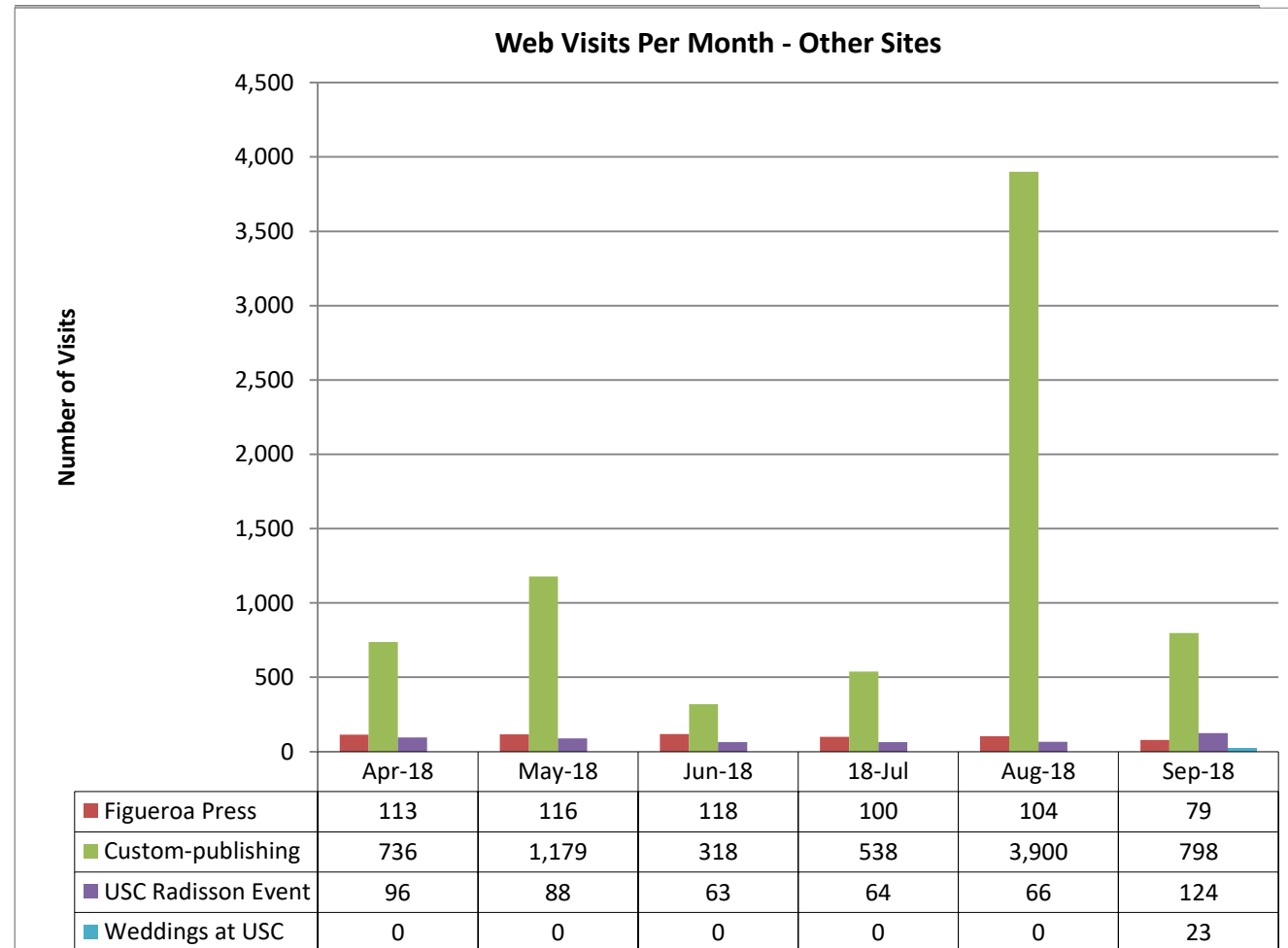
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Website Reports

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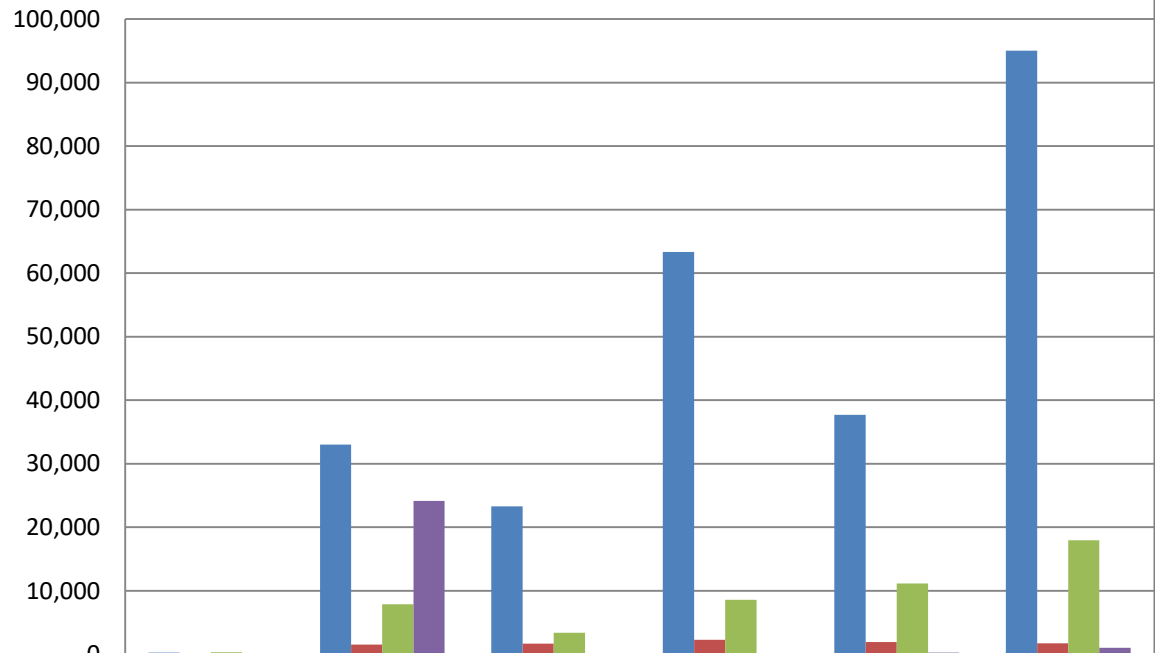
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September 2018 Traffic Sources - BU Main Sites



	aux.usc.edu	Bookstore	Housing	Hospitality	Transportation	Coliseum
Search Engine	242	33,005	23,312	63,326	37,696	95,015
Referring Sites	33	1,543	1,686	2,272	1,907	1,747
Direct Traffic	300	7,874	3,396	8,577	11,142	17,925
Campaigns	3	24,134	87	120	264	1,014



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Website Reports

September 2018

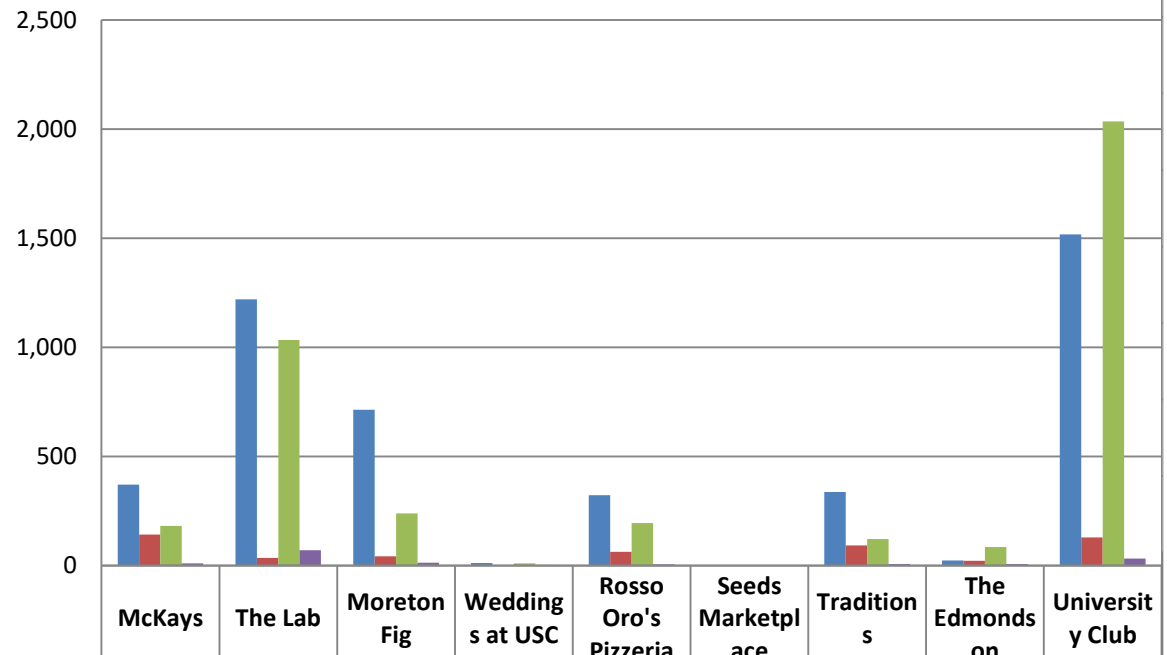
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September 2018 Traffic Sources - HSP Micro Sites



■ Search Engine	370	1,220	713	11	323	0	337	23	1,517
■ Referring Sites	142	35	42	0	63	0	92	22	129
■ Direct Traffic	182	1,033	239	10	195	0	121	85	2,034
■ Campaigns	10	70	13	2	6	0	7	7	32



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Website Reports September 2018

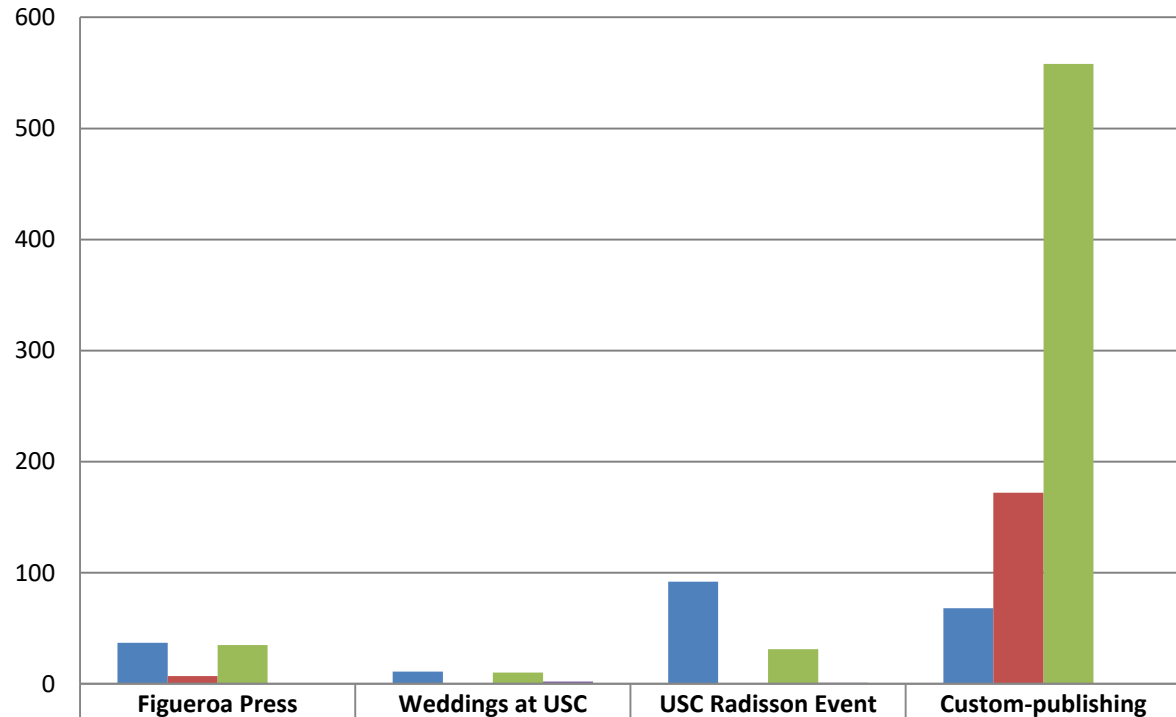
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September 2018 Traffic Sources - Other Sites



	Figueroa Press	Weddings at USC	USC Radisson Event	Custom-publishing
Search Engine	37	11	92	68
Referring Sites	7	0	0	172
Direct Traffic	35	10	31	558
Campaigns	0	2	1	0



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Website Reports

September 2018

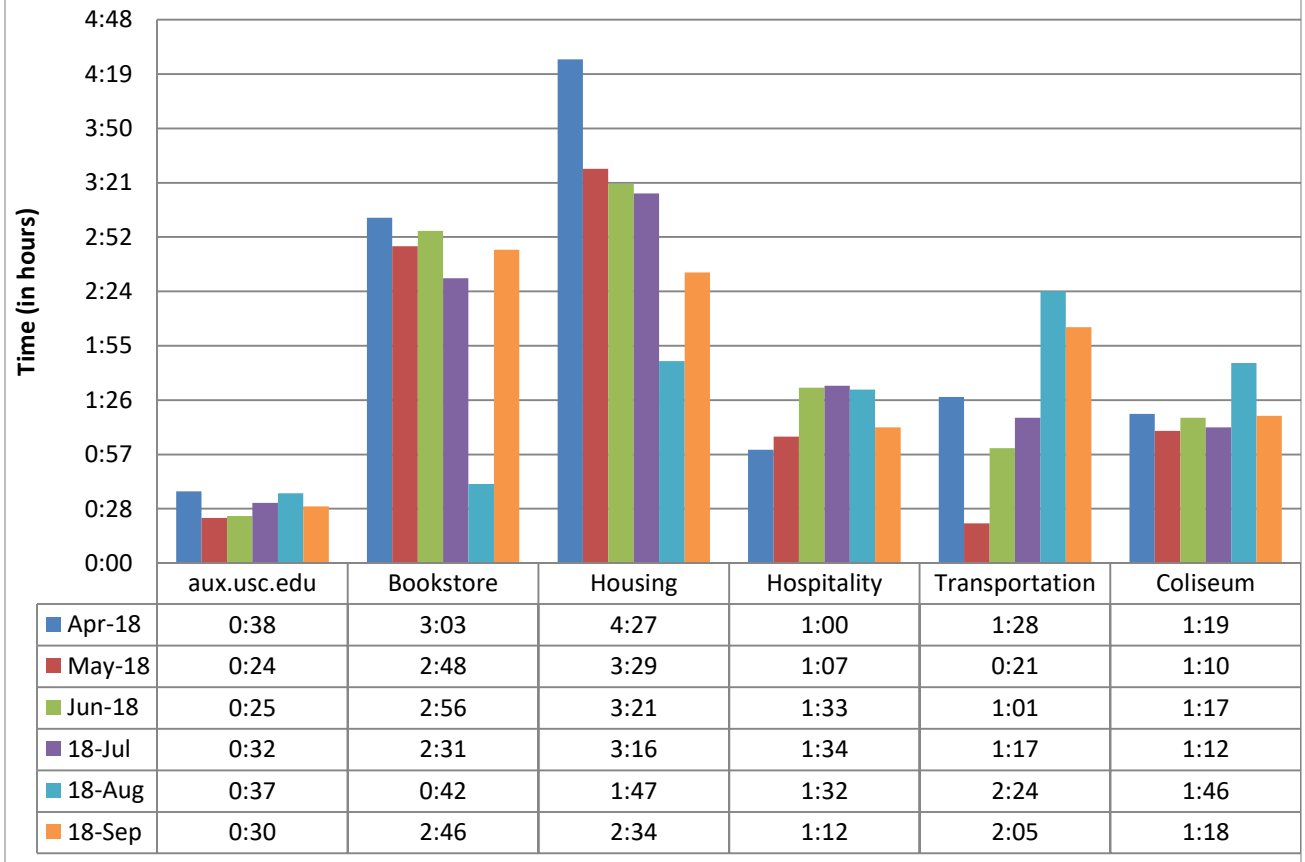
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Average Time Spent on Website - BU Main Sites





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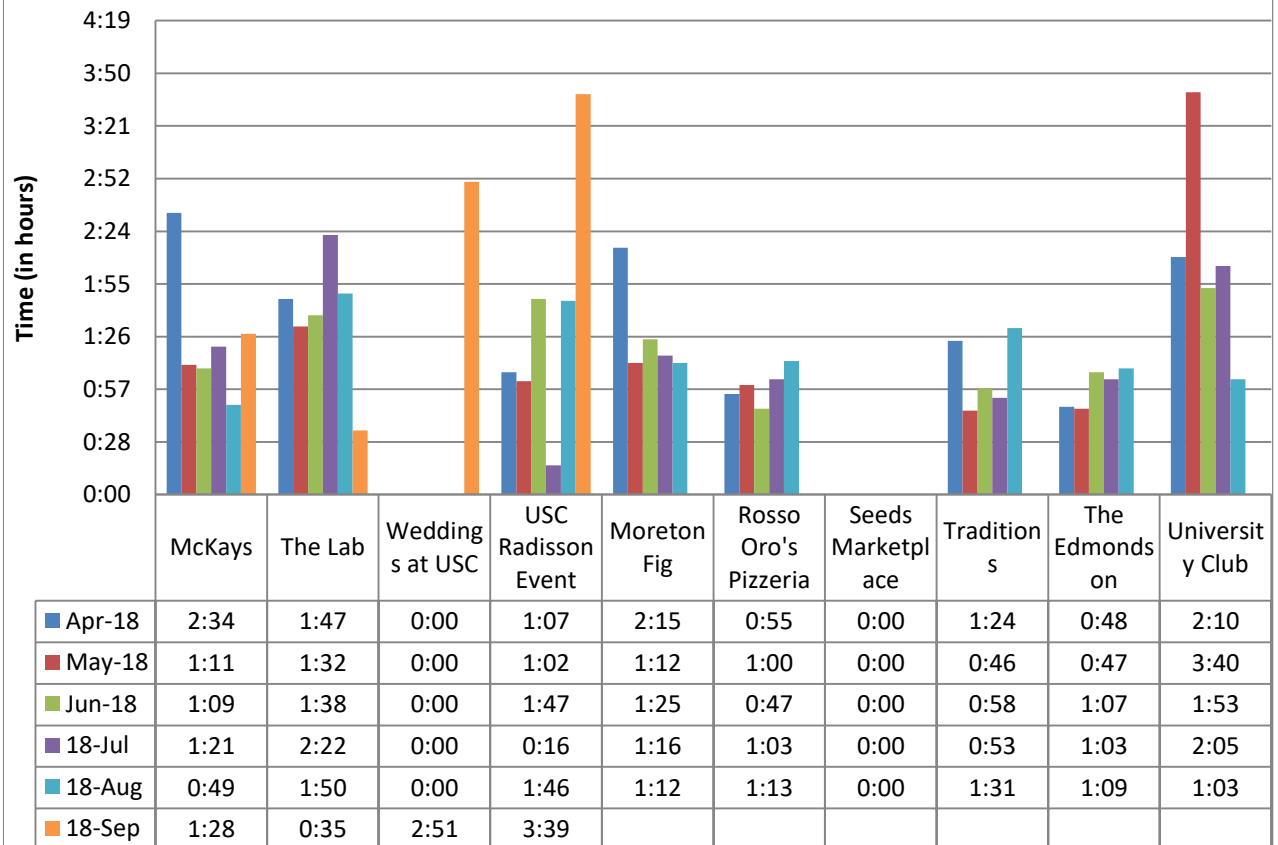
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Average Time Spent on Website - HSP Micro Sites





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Website Reports September 2018

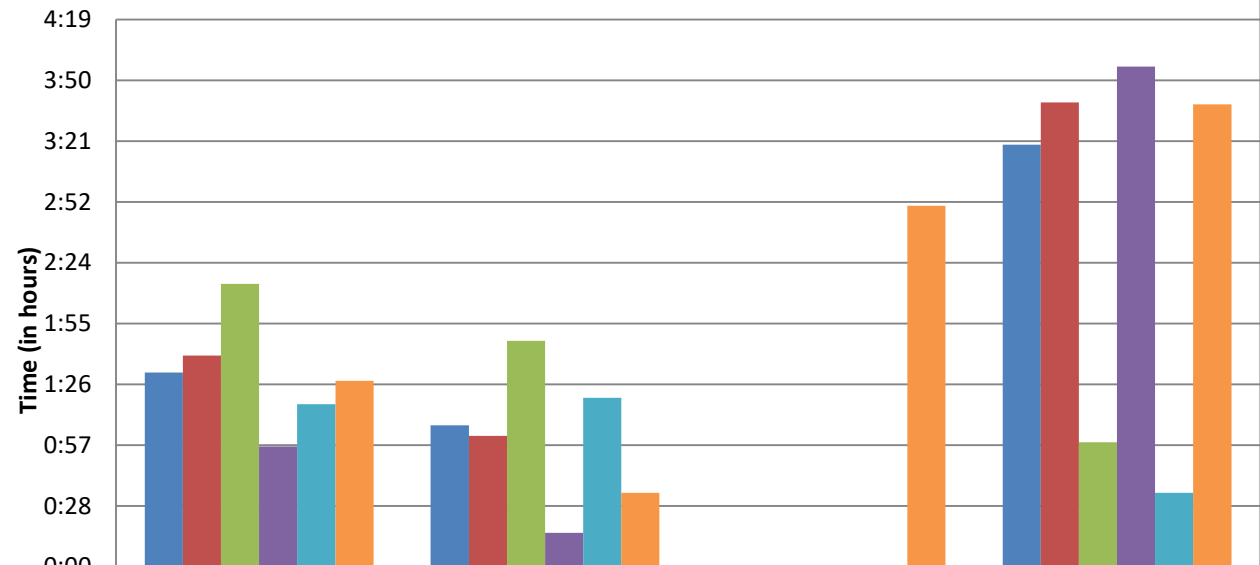
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Average Time Spent on Website - Other Sites



	Figueroa Press	USC Radisson Event	Weddings at USC	Custom-publishing
■ Apr-18	1:32	1:07	0:00	3:20
■ May-18	1:40	1:02	0:00	3:40
■ Jun-18	2:14	1:47	0:00	0:59
■ 18-Jul	0:57	0:16	0:00	3:57
■ 18-Aug	1:17	1:20	0:00	0:35
■ 18-Sep	1:28	0:35	2:51	3:39



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Website Reports

September 2018

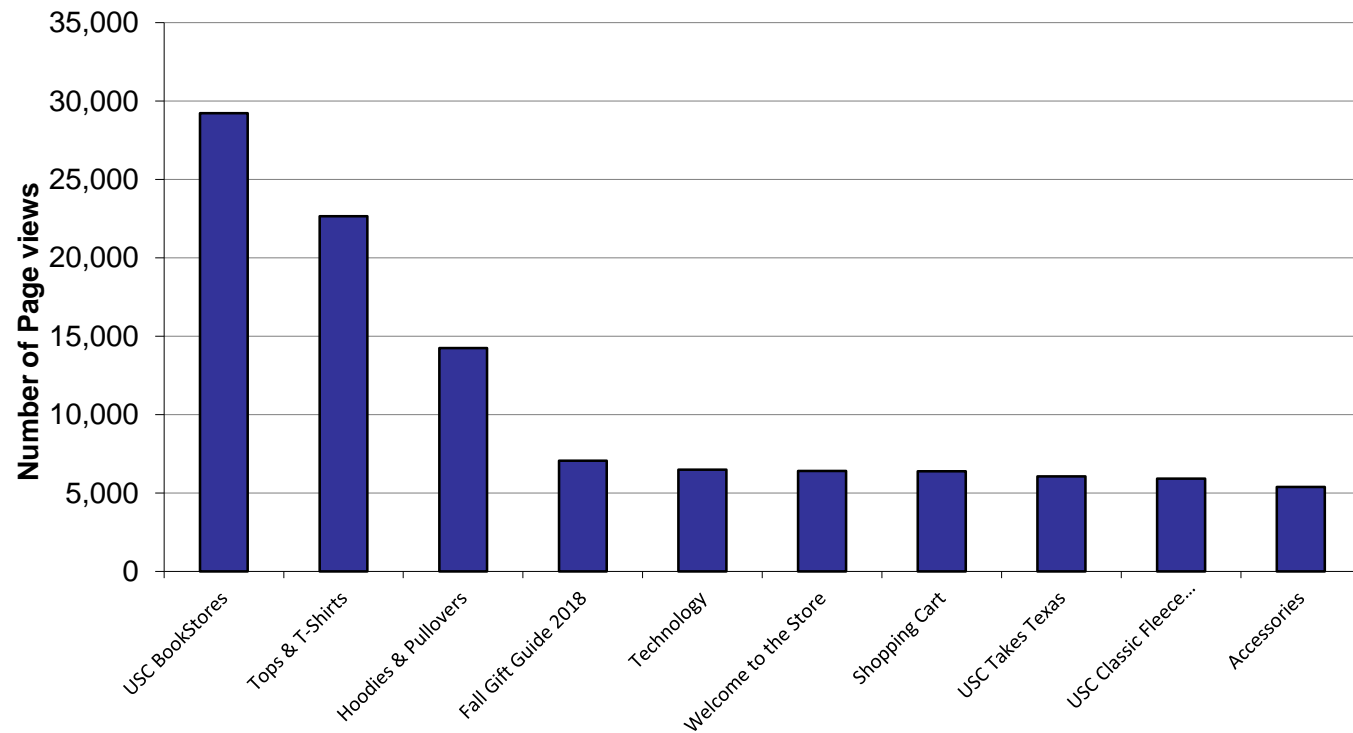
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Bookstore Charts 10 Most Viewed Pages -September 2018





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Website Reports September 2018

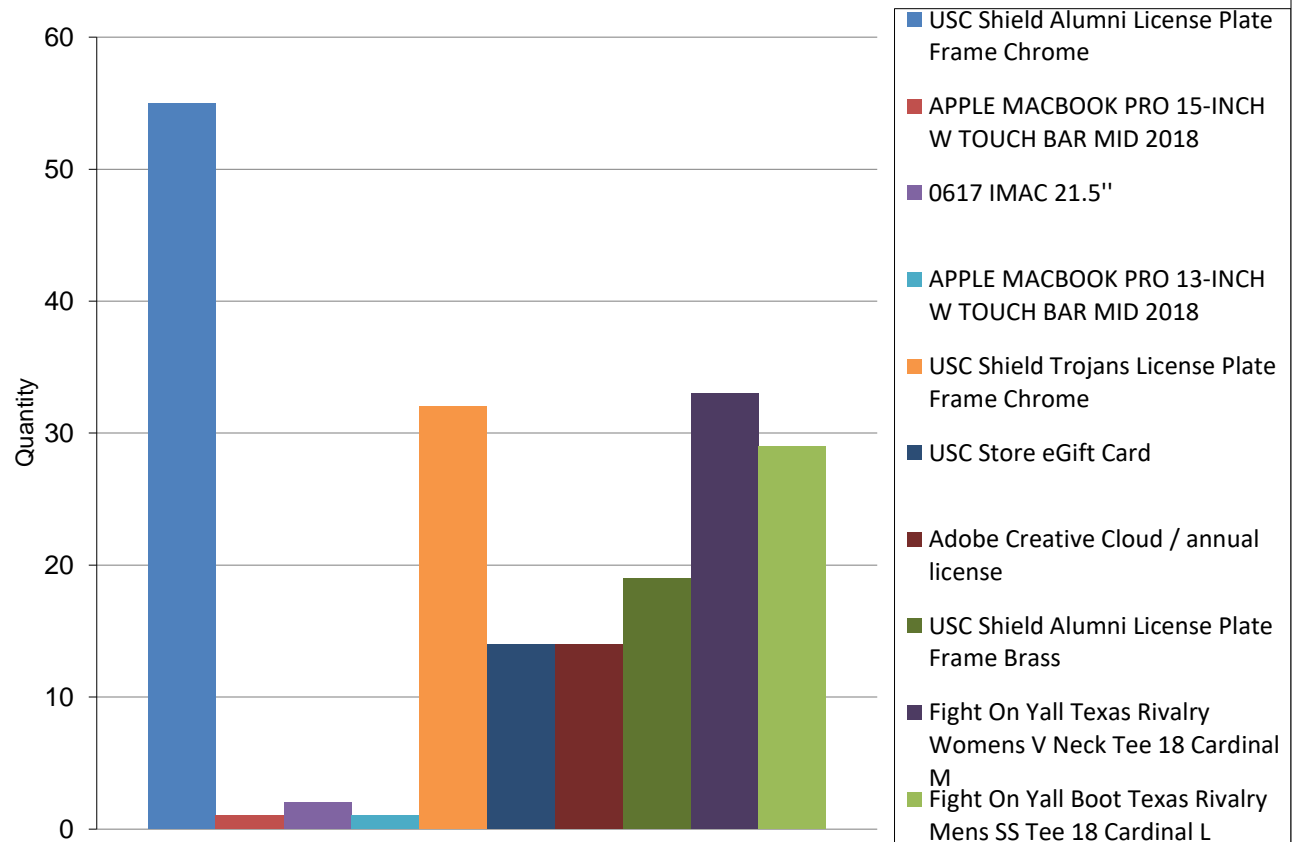
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Bookstore Charts 10 Most Purchased Products September 2018





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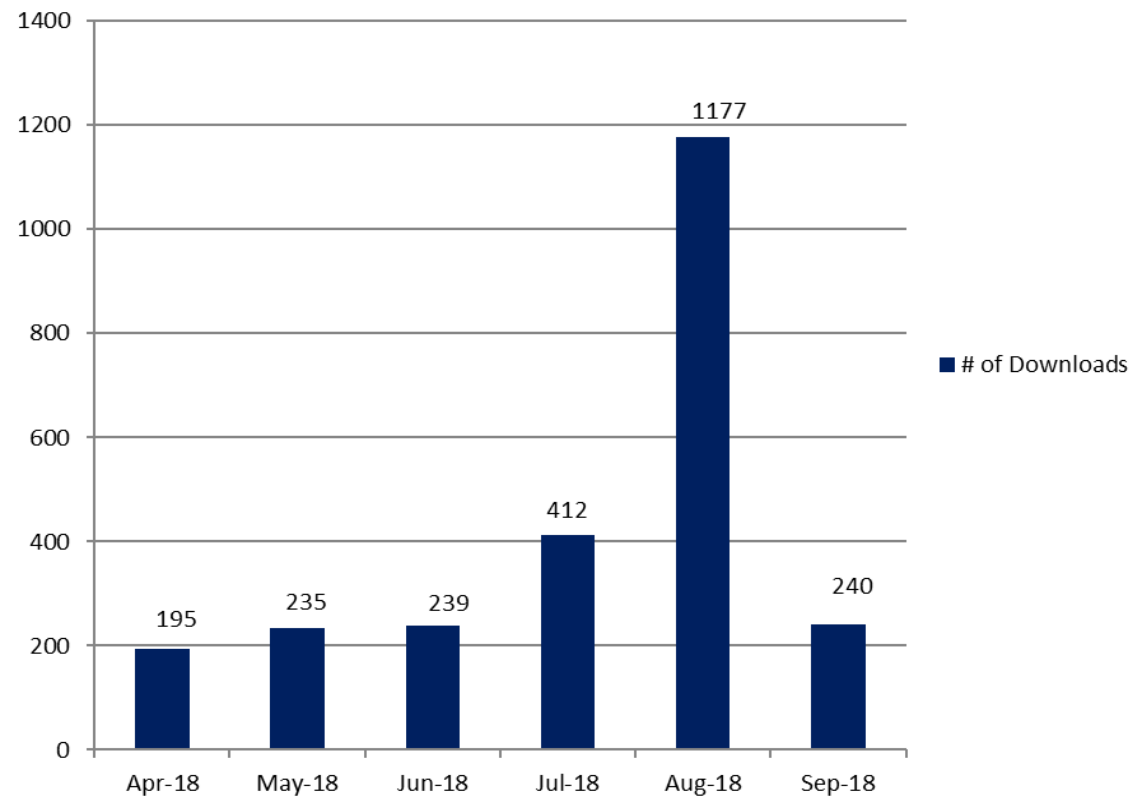
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of Downloads
TSP Mobile App Stats





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Email Campaign Reports

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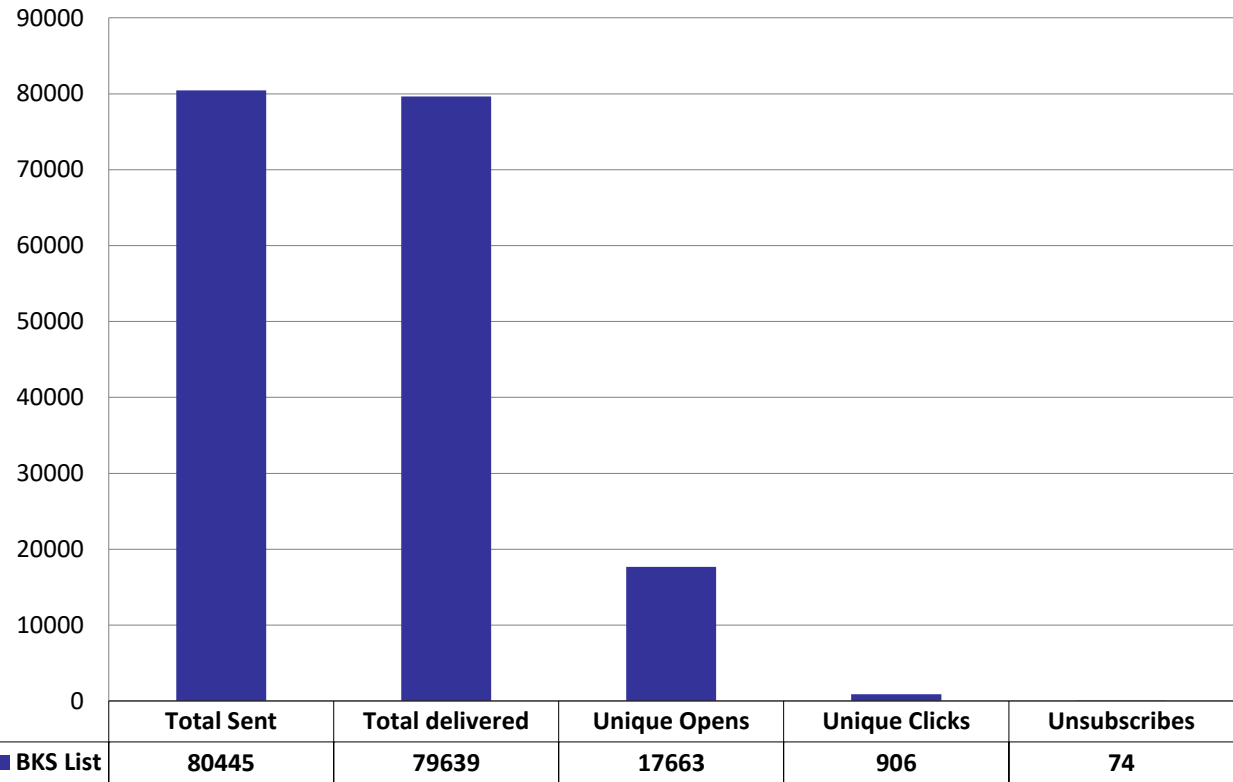
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092118 Apple Beats BTS 3 - 09/21/2018





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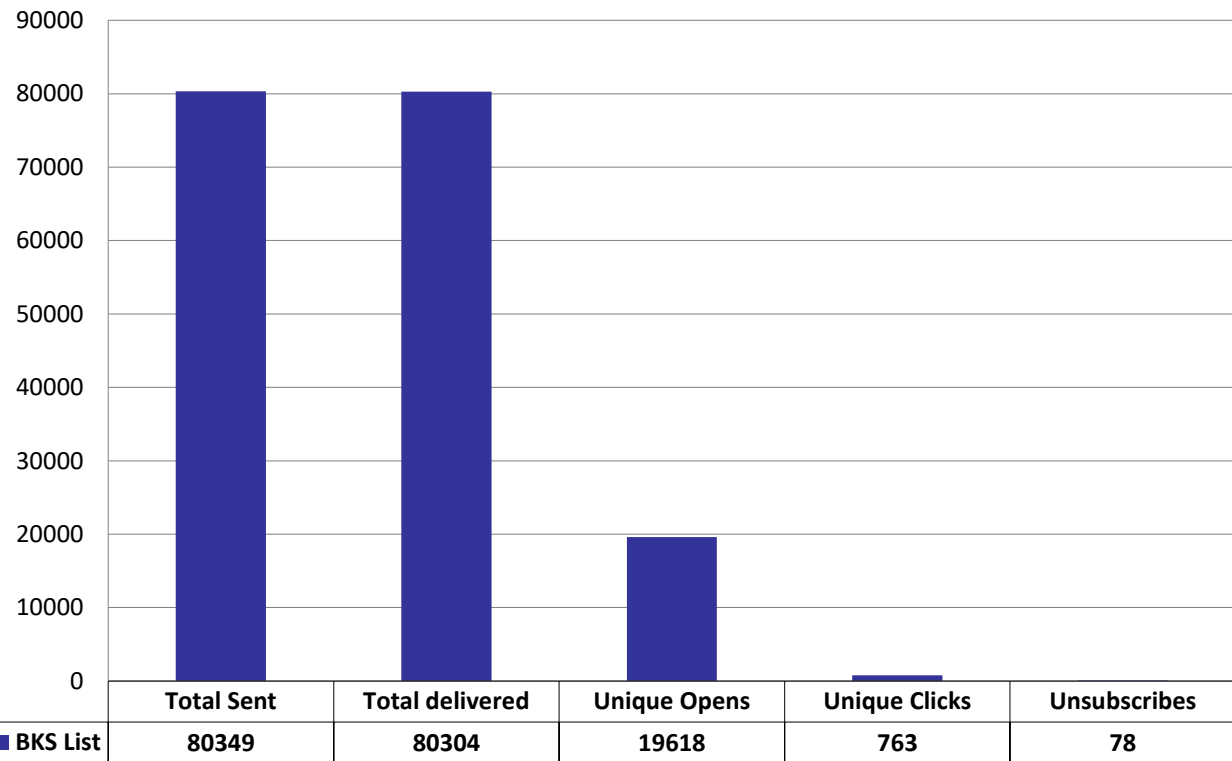
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092518 Future Trojans Kids How Do USC - 09/25/2018





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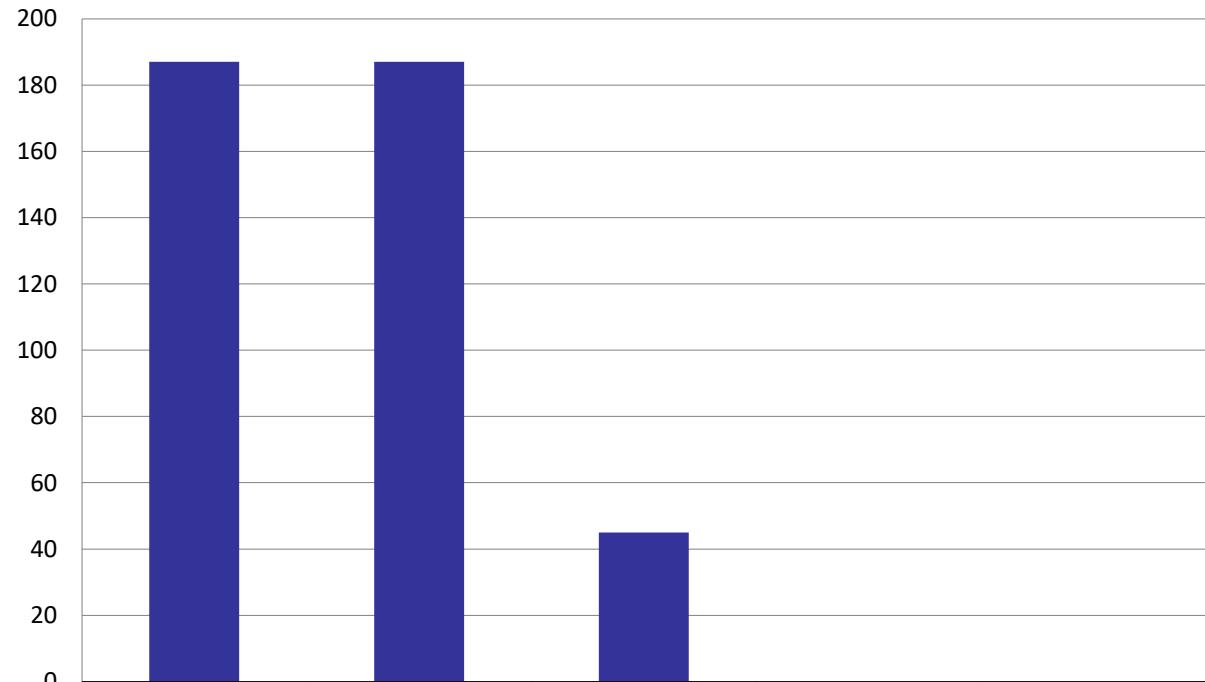
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081518 Apple Beats BTS 2



■ COL List

187

187

45

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Email Campaign Reports

September 2018

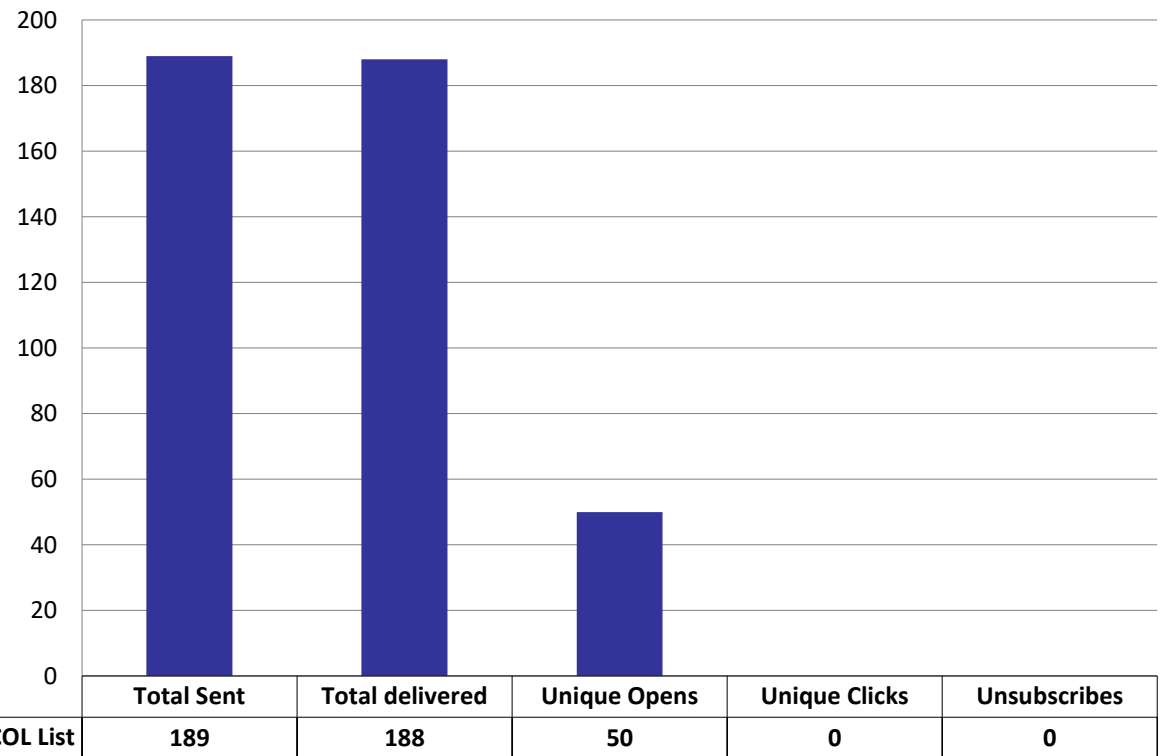
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On This Day in History (copy 11) - 09/04/2018





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September 2018

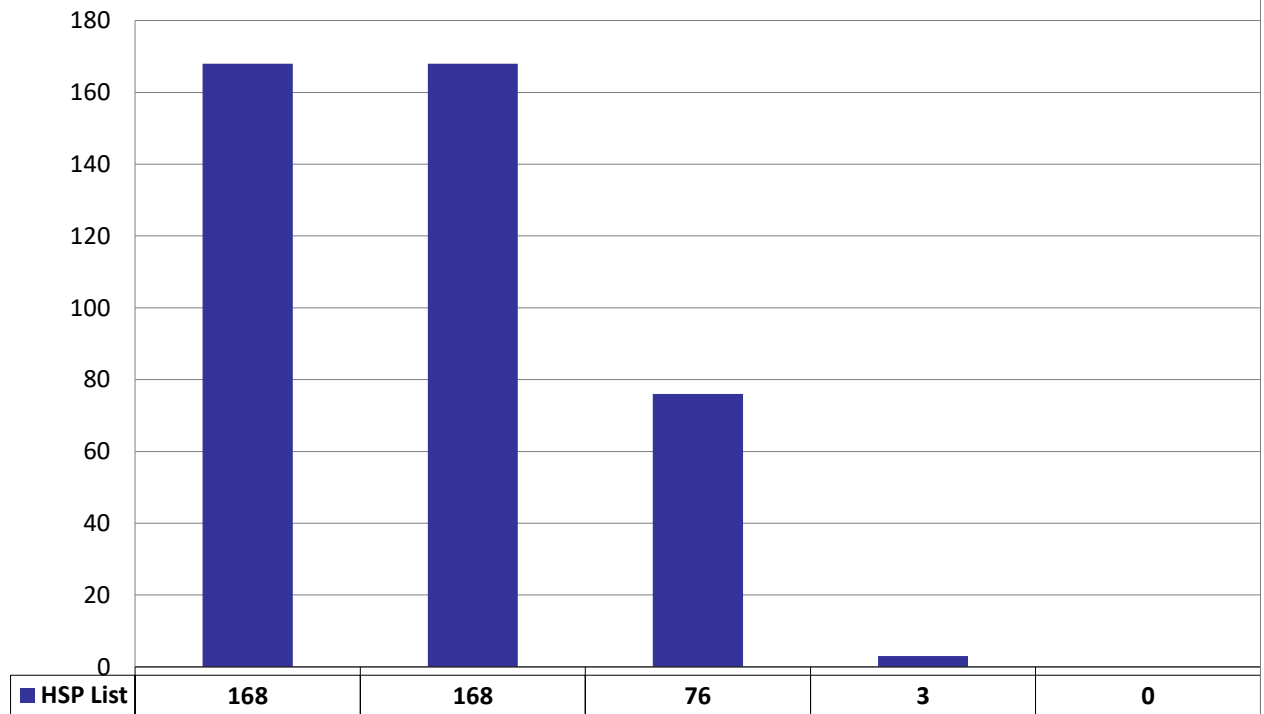
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On This Day In History (Copy 07)





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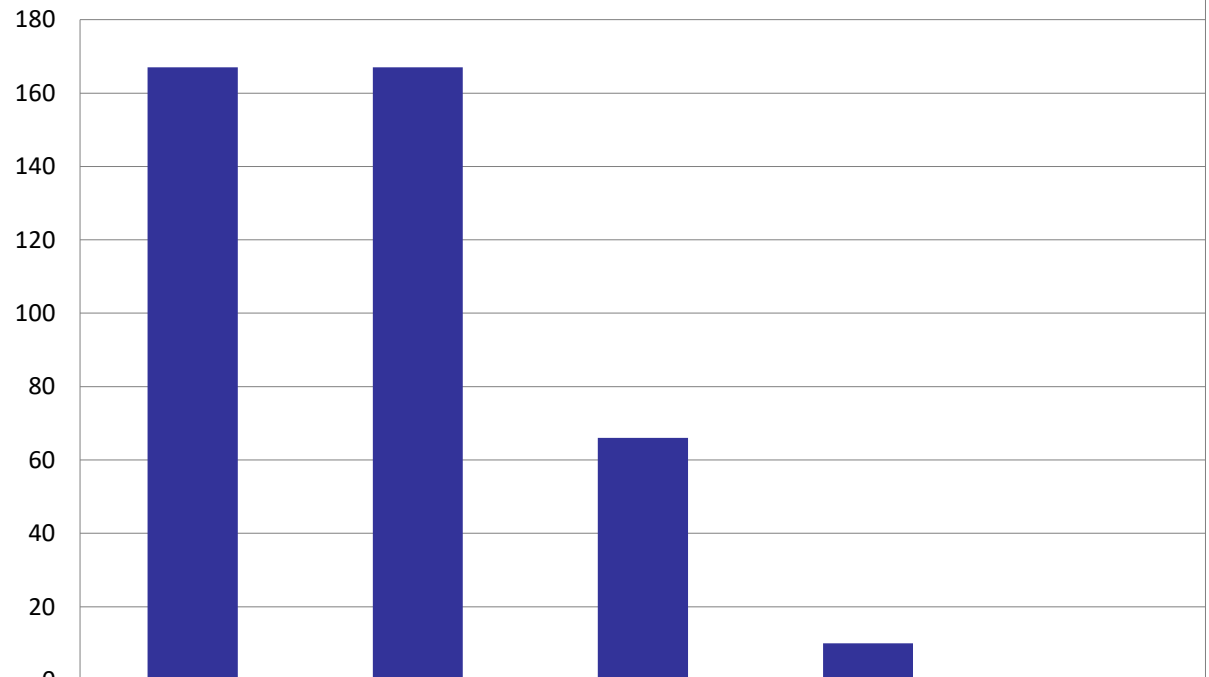
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Super Clasico Policy - 09/08/2018



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
■ HSP List	167	167	66	10	0



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Email Campaign Reports

September 2018

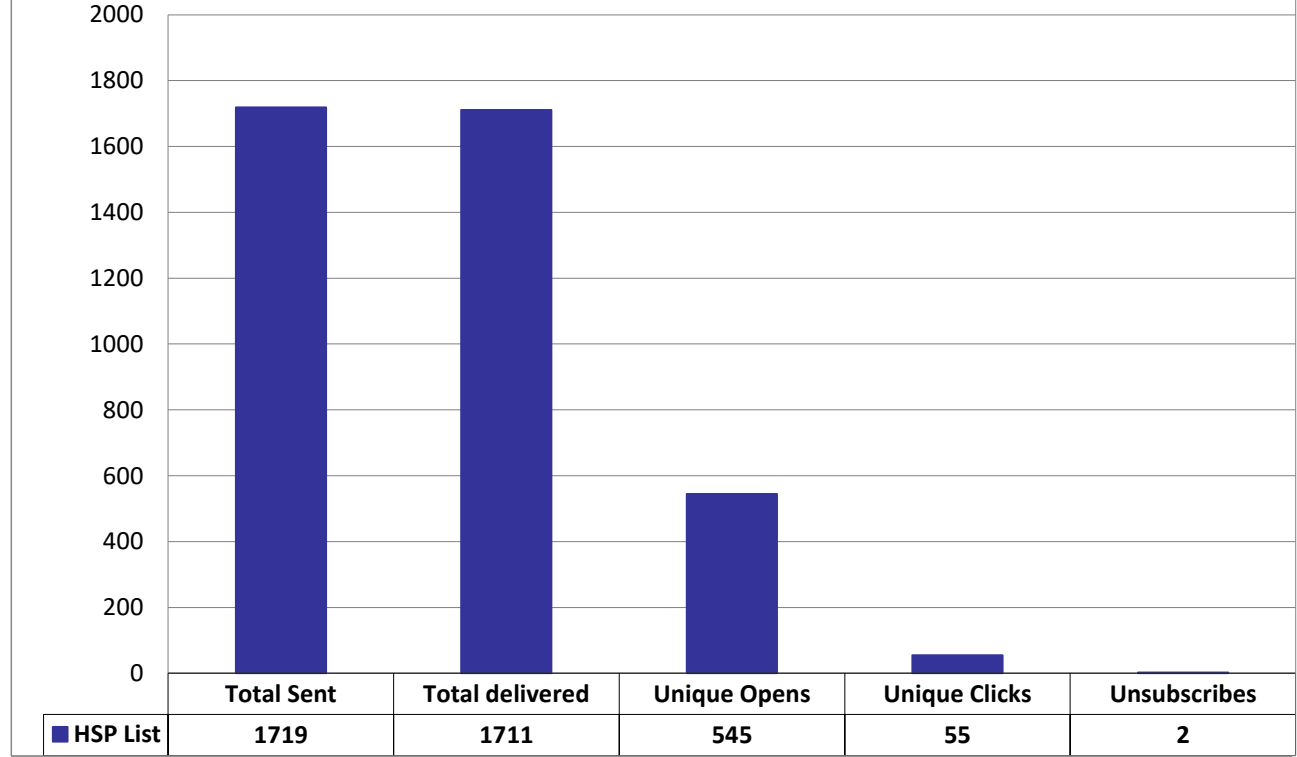
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On This Day in History (copy 13) - 09/13/2018





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September 2018

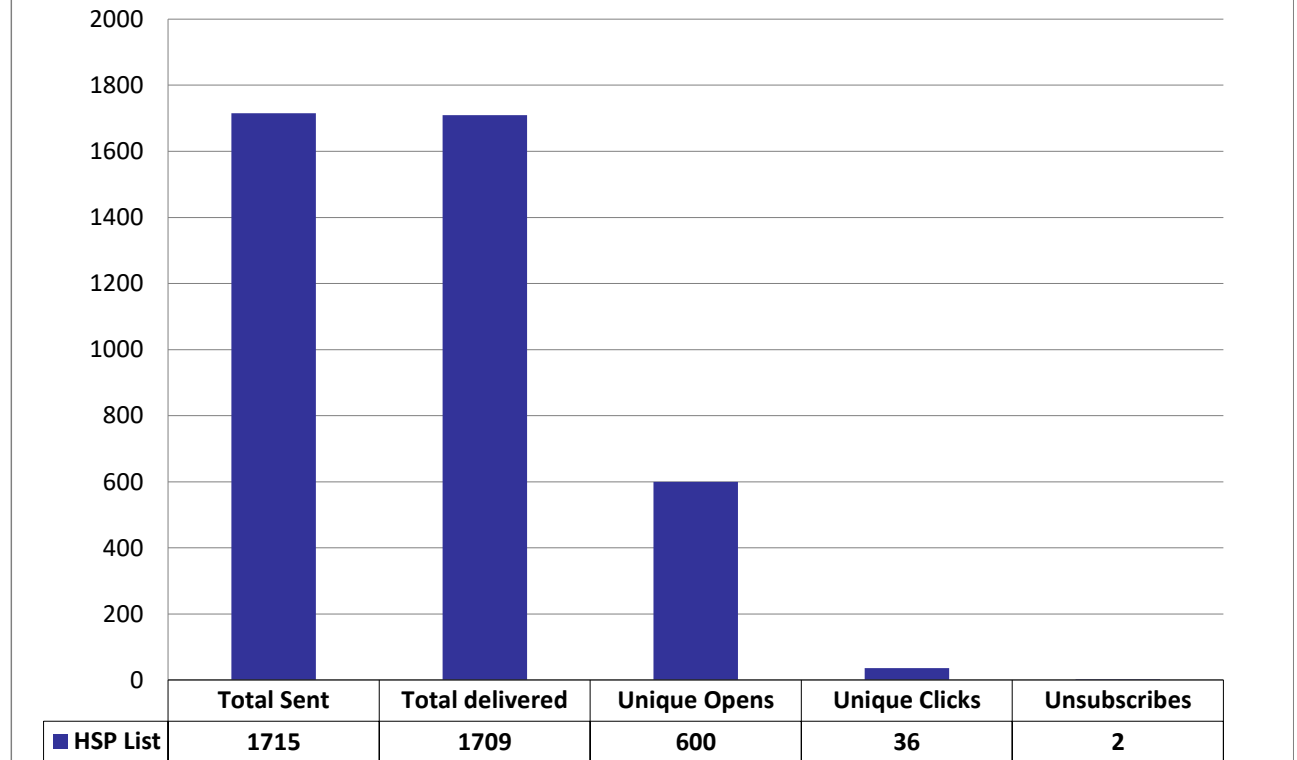
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On This Day in History (copy 14) - 09/19/2018





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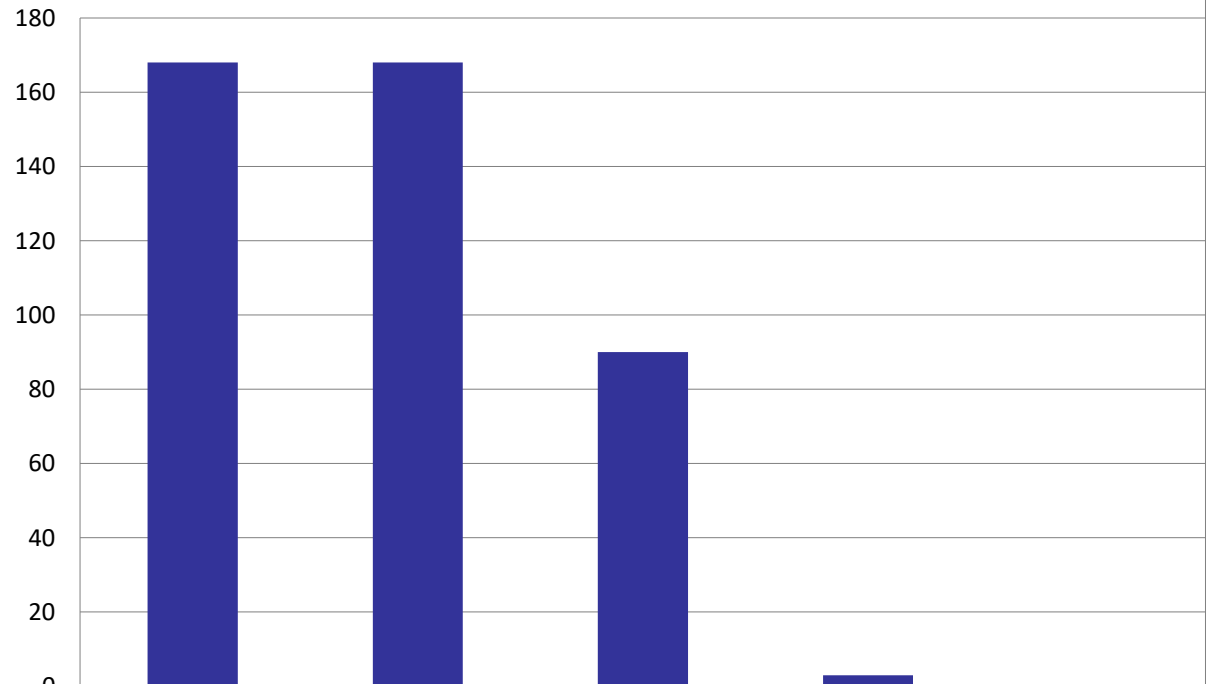
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On This Day in History (copy 15) - 09/21/2018



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
■ HSP List	168	168	90	3	0



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Email Campaign Reports

September 2018

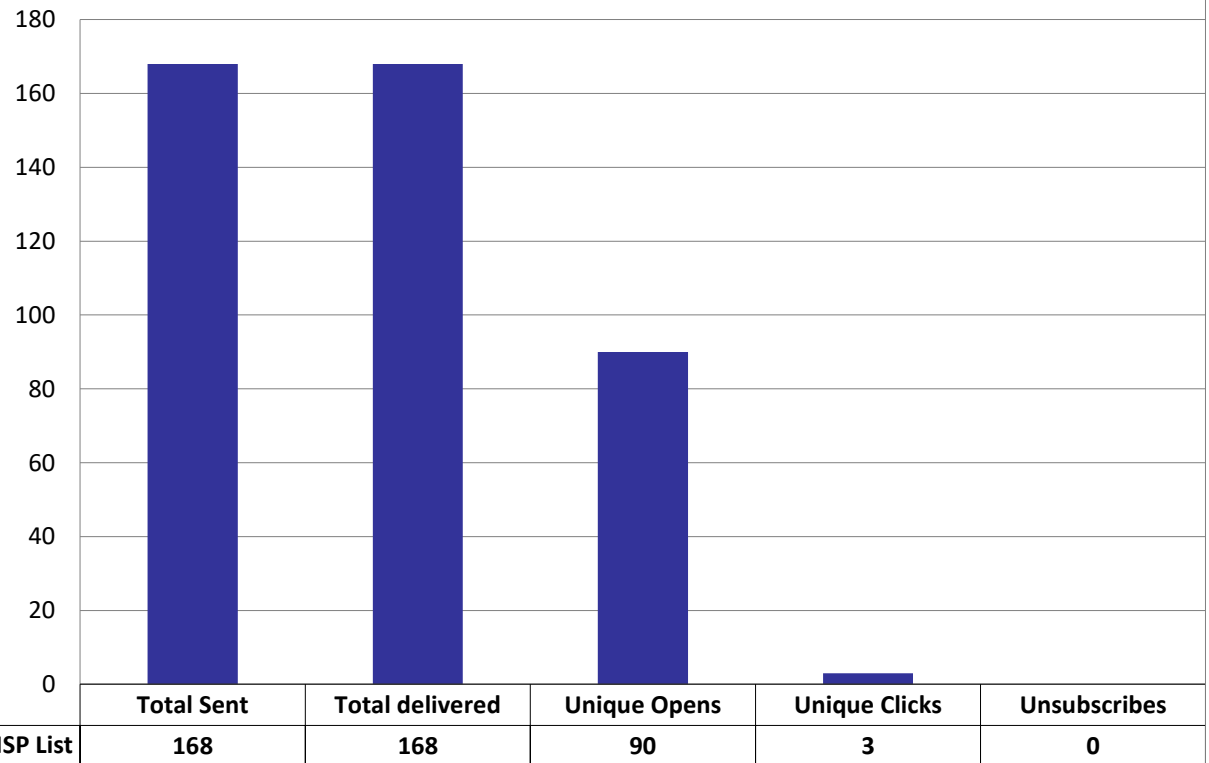
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20180831 USC Vs UNLV





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September 2018

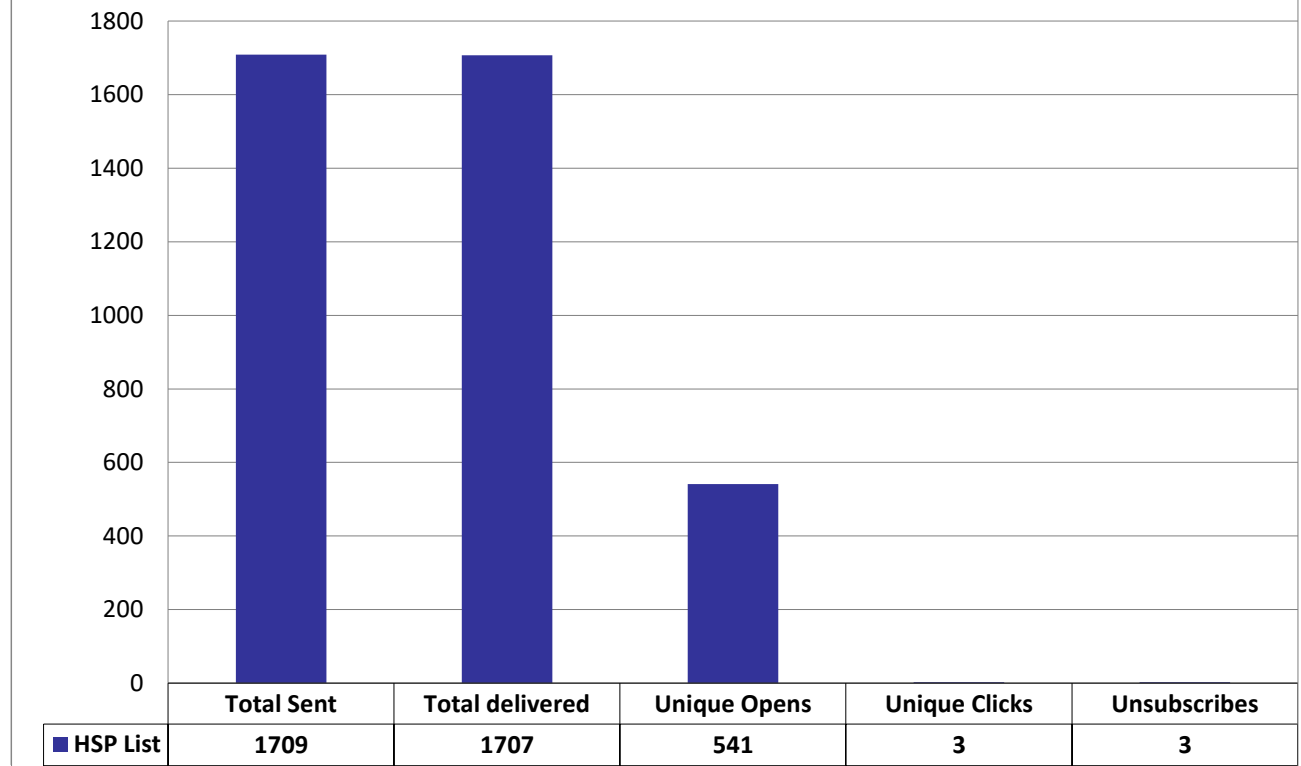
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This week at HSC: Sprinkles Cupcakes are back! - 09/04/2018





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Email Campaign Reports

September 2018

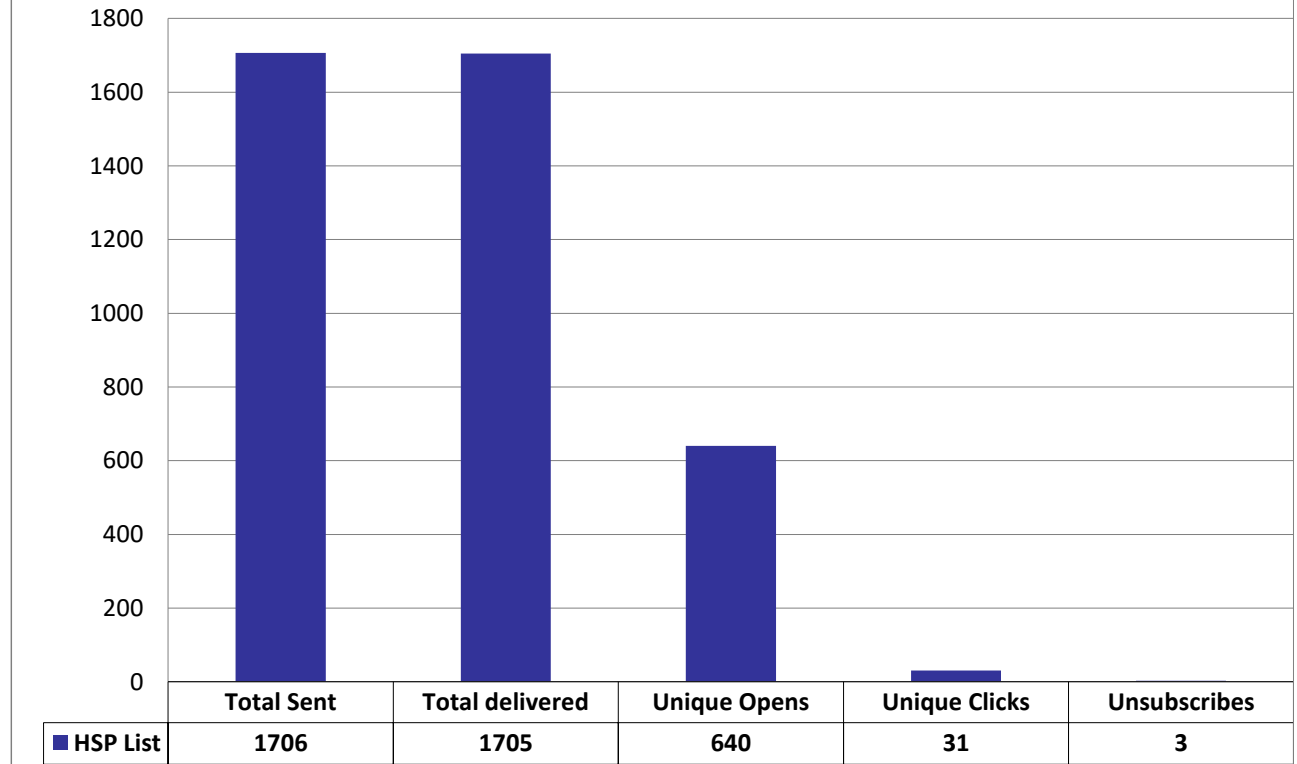
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This Week - September 4, 2018 - 09/04/2018





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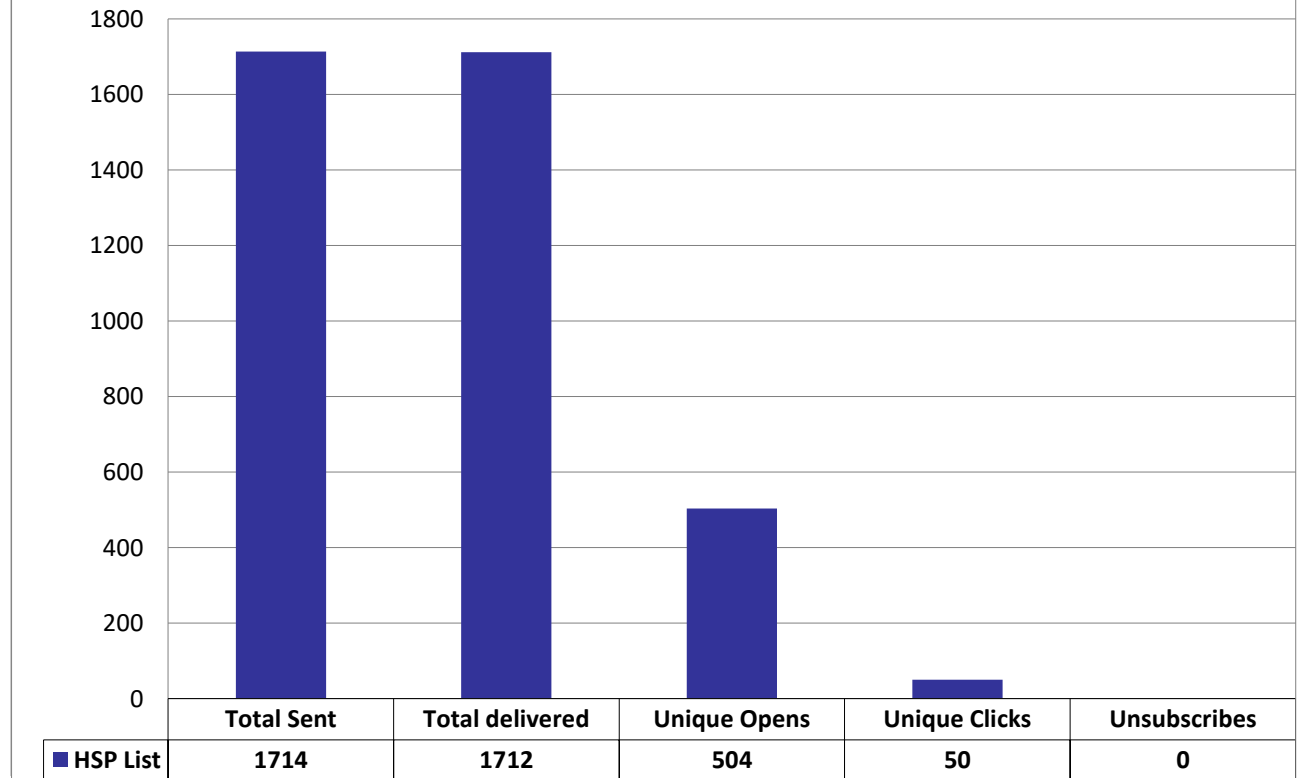
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Invitation to Meet, Mingle and Chat 9.10.18 - 09/04/2018





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Email Campaign Reports

September 2018

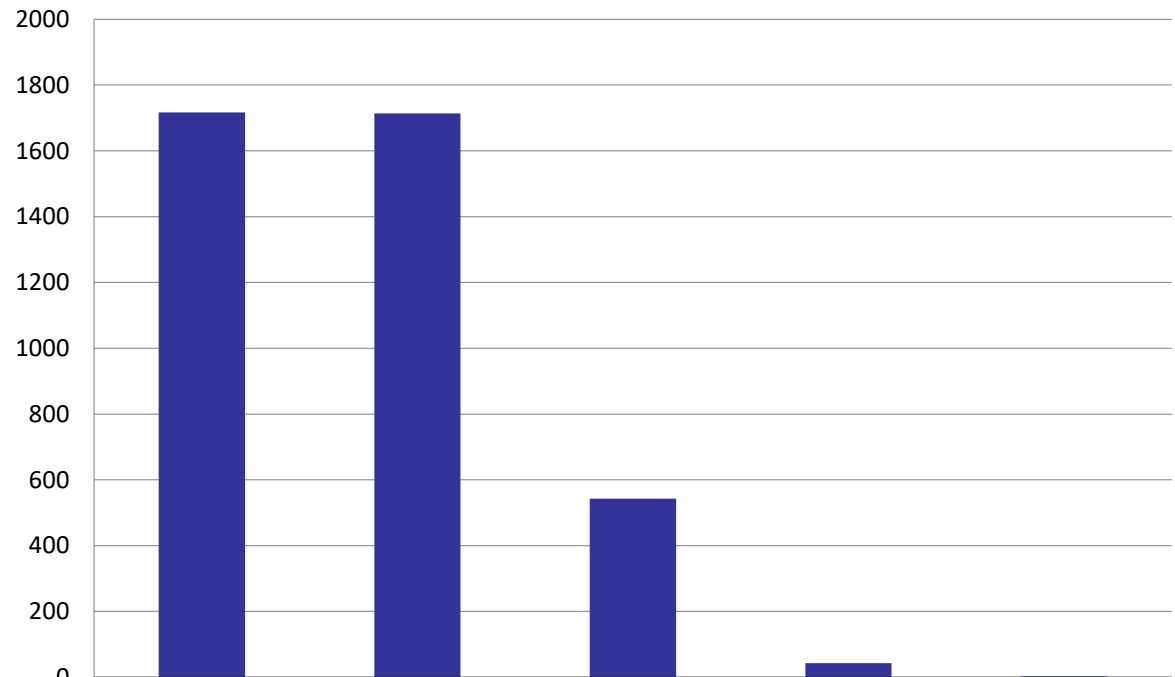
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20180905 URBNMRKT - 09/05/2018



	Total Sent	Total delivered	Unique Opens	Unique Clicks	Unsubscribes
■ HSP List	1717	1714	543	43	3



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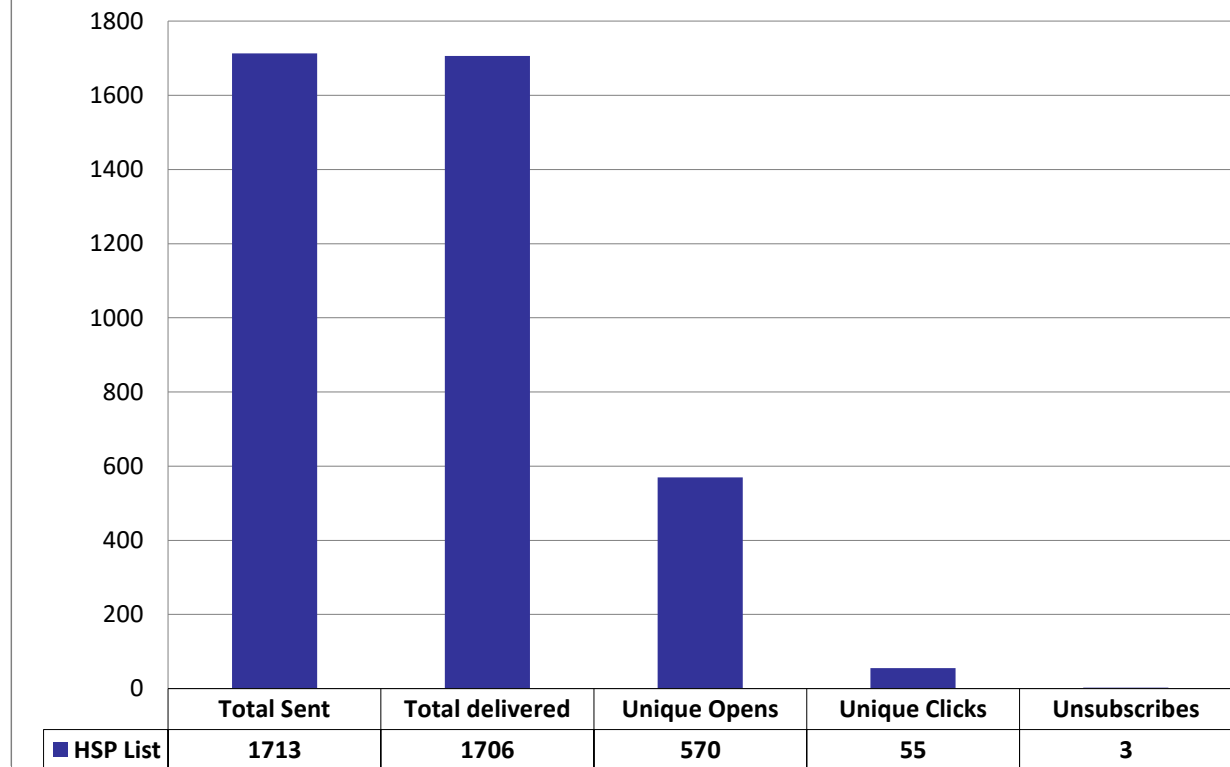
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This Week - September 17, 2018





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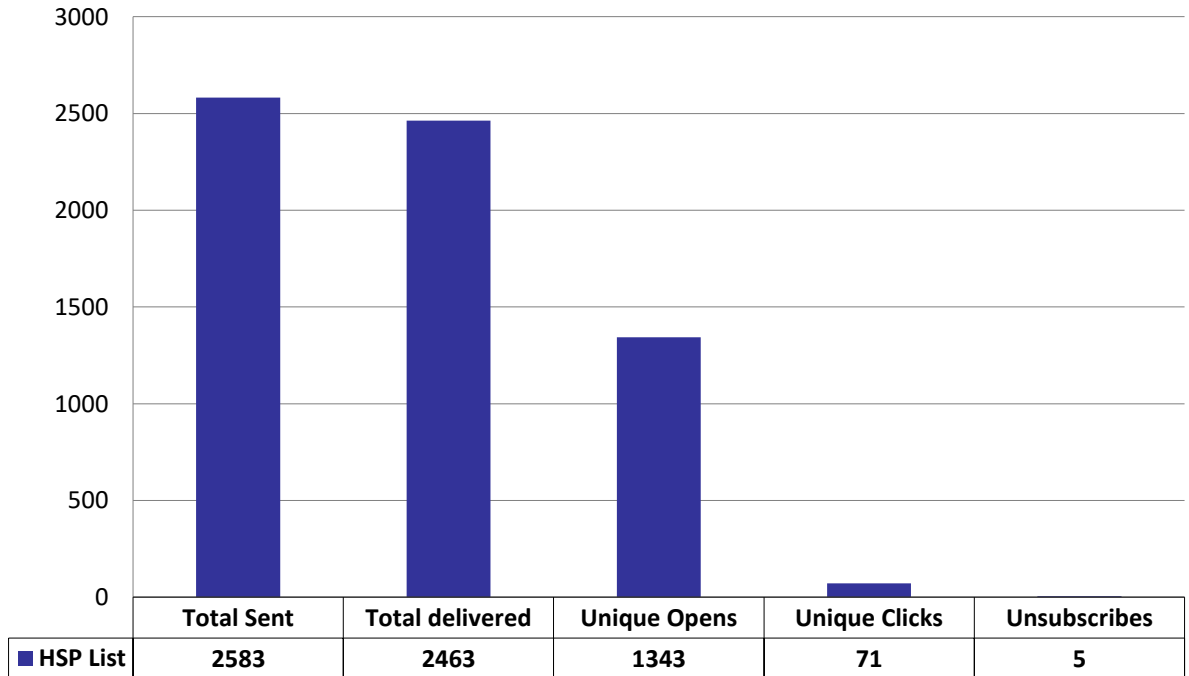
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20180919 Seeds Fresh Eblast





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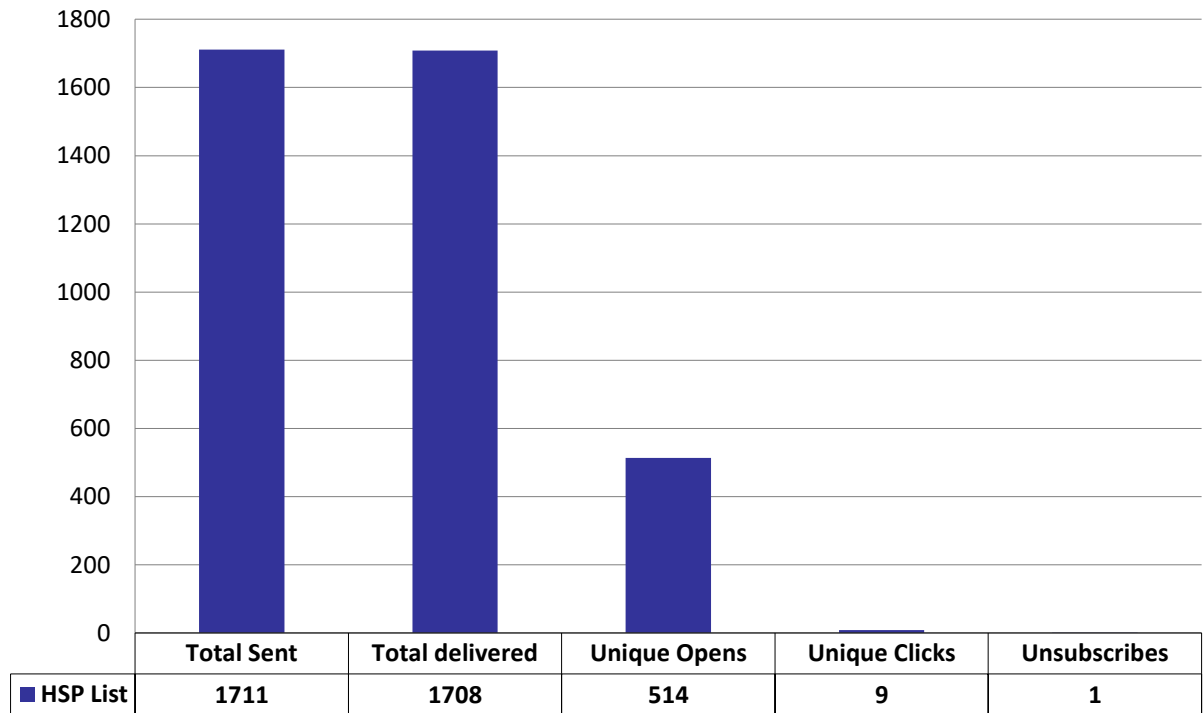
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Football Buffet Washington State 9.21.18





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September 2018

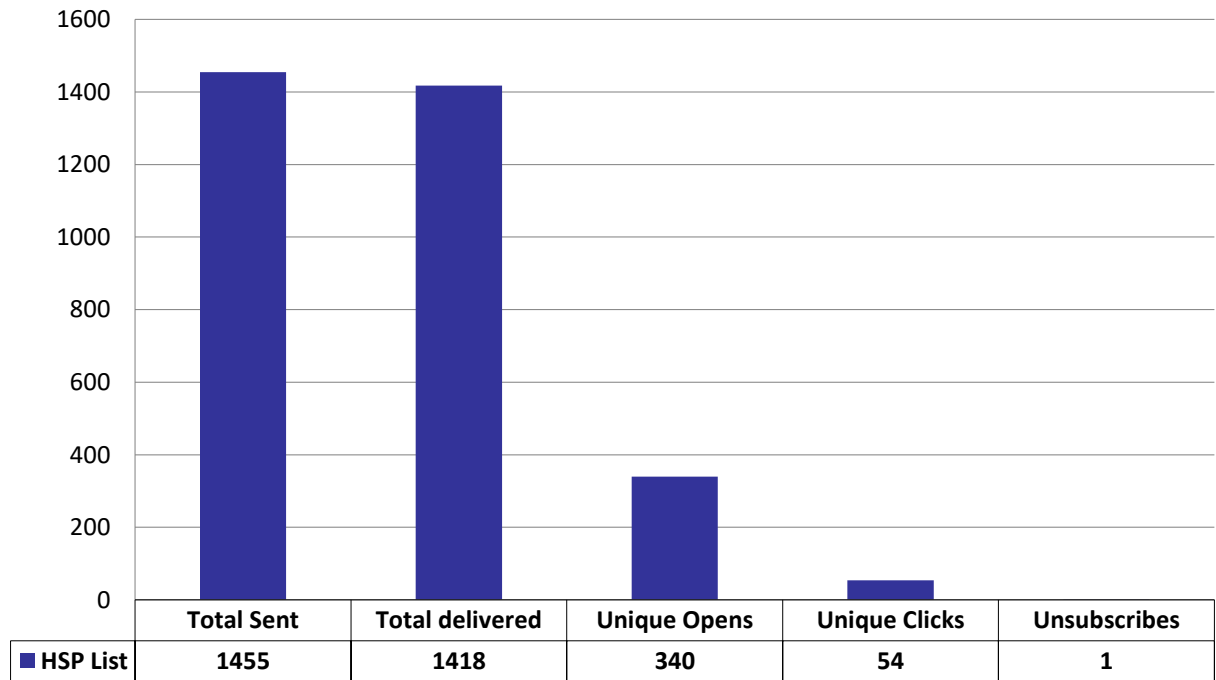
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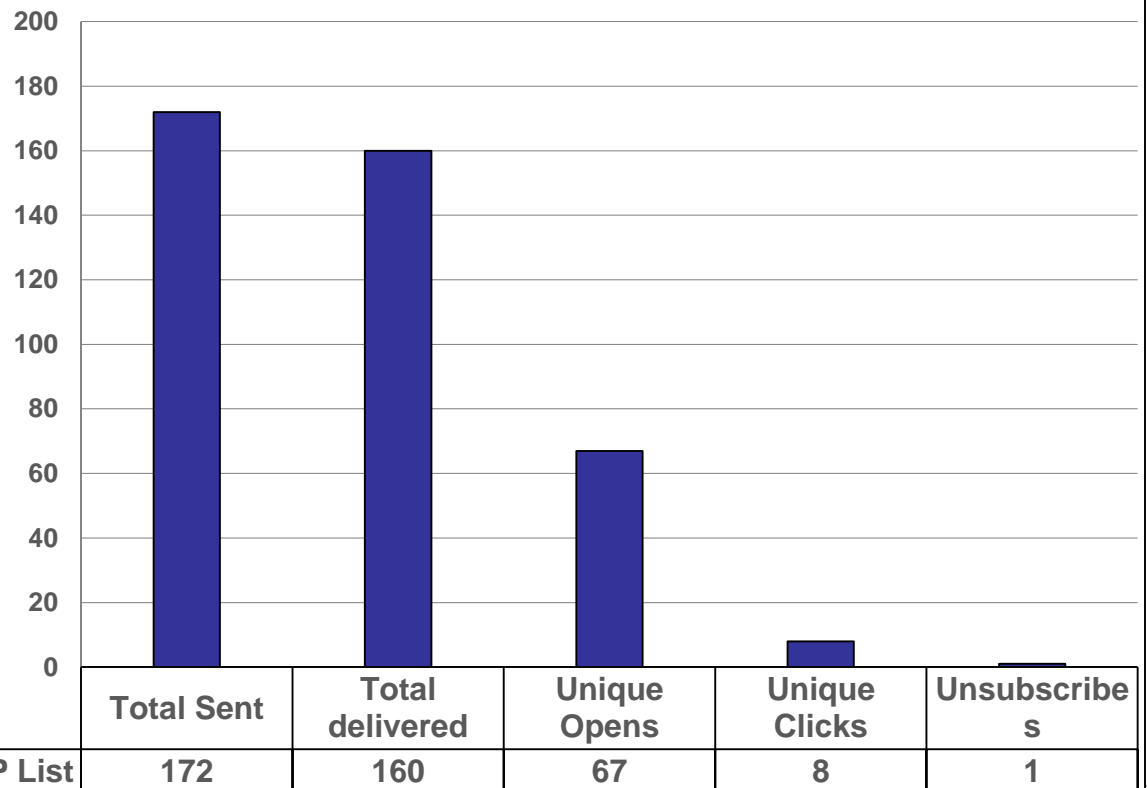
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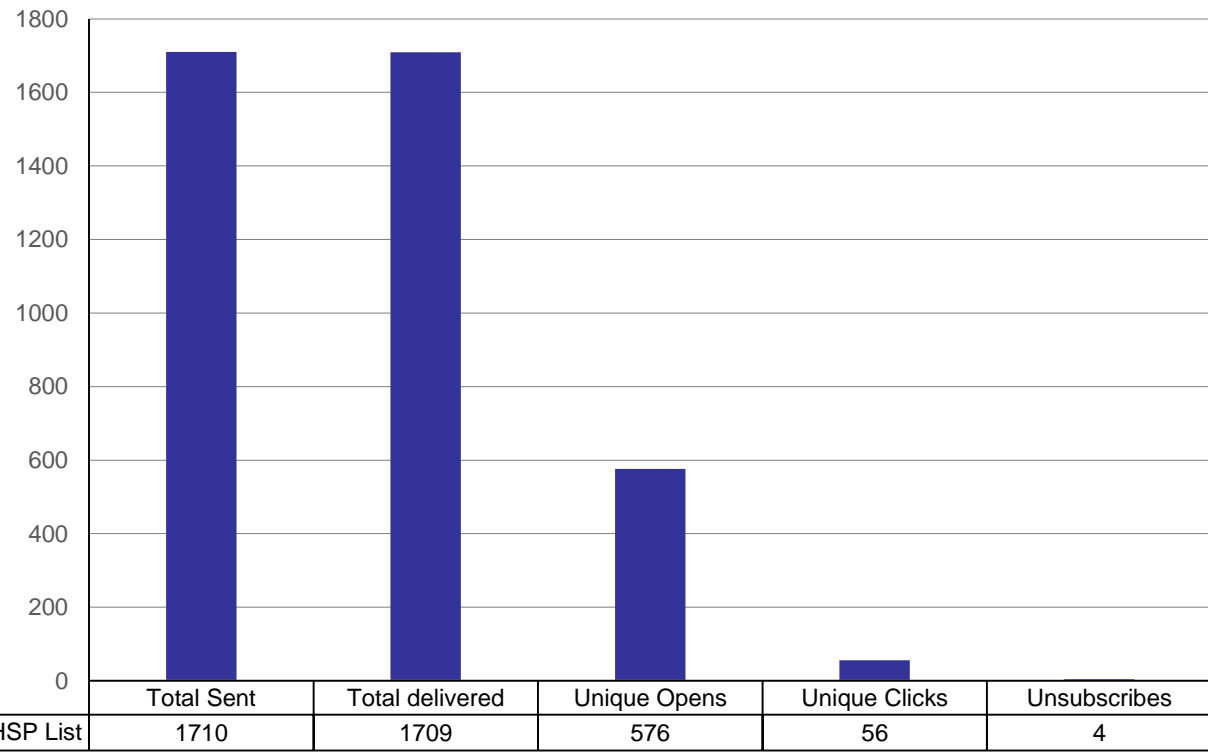
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This Week - September 24, 2018





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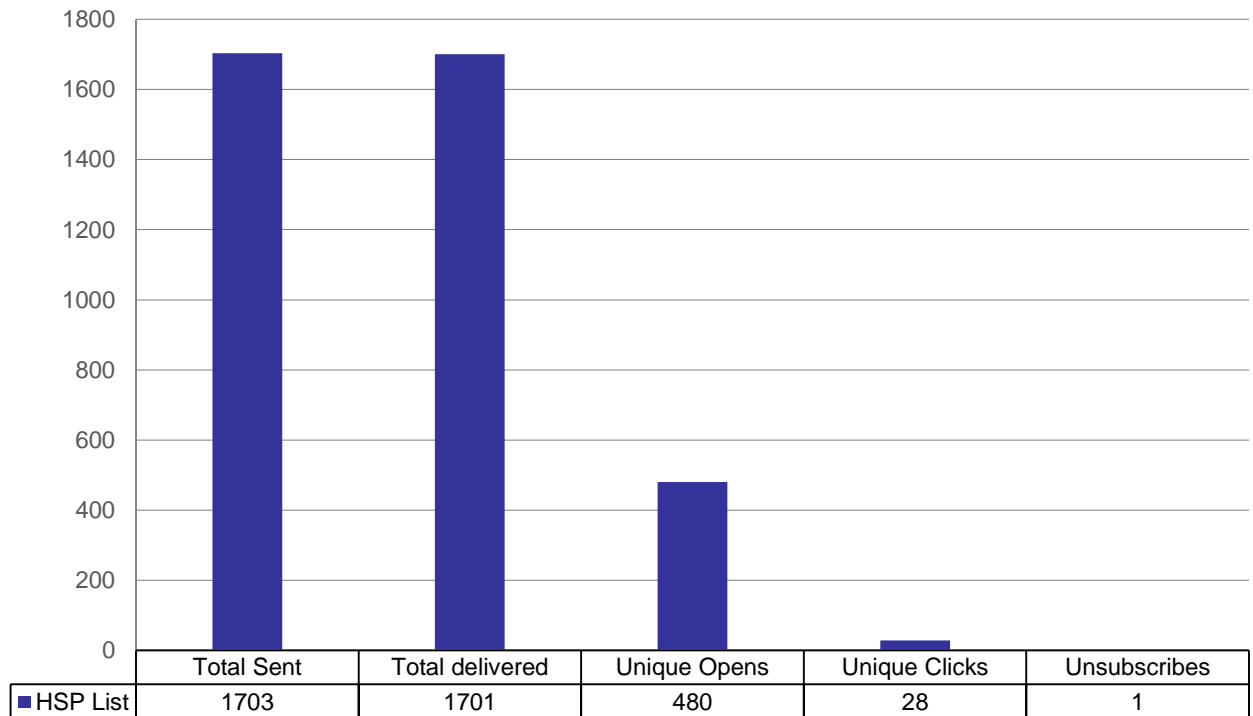
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Invitation to Crossing Borders - 10.3.18 (copy 01)





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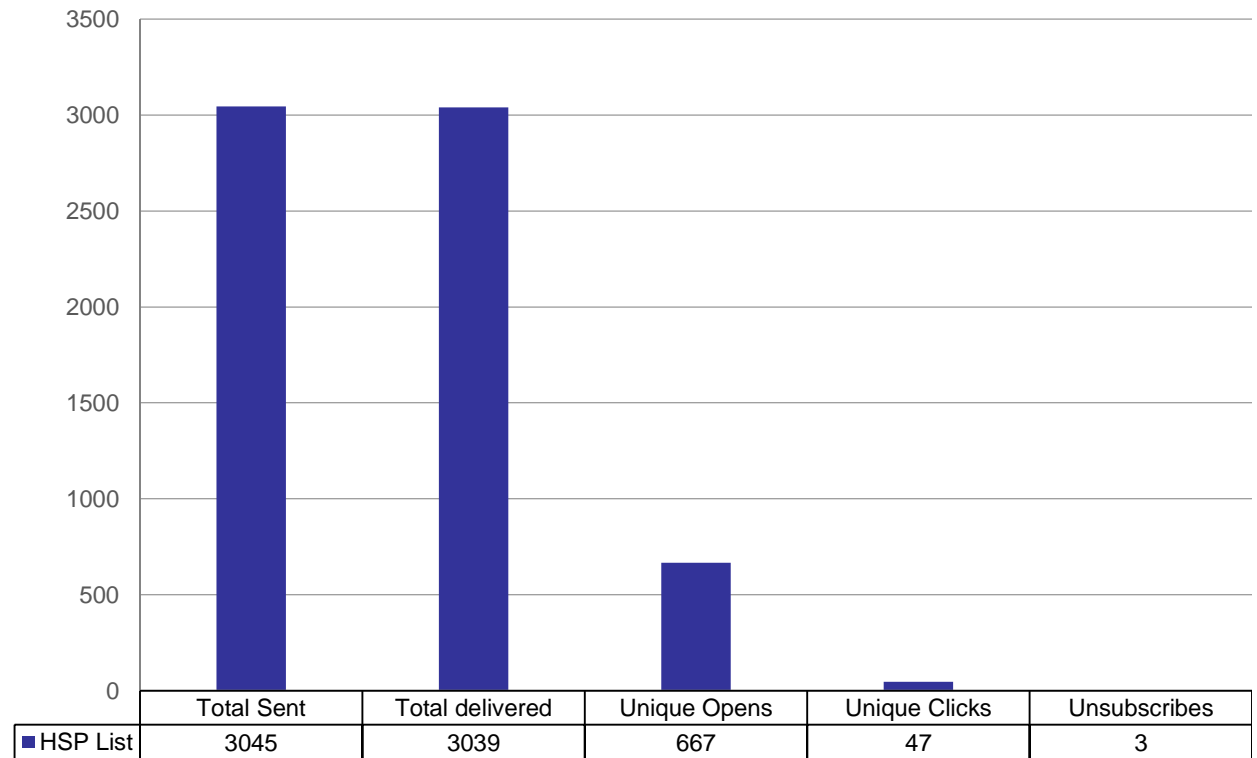
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LAST DAY to Vote for the 2018-2019 Board of Councilors -
05/18/2018



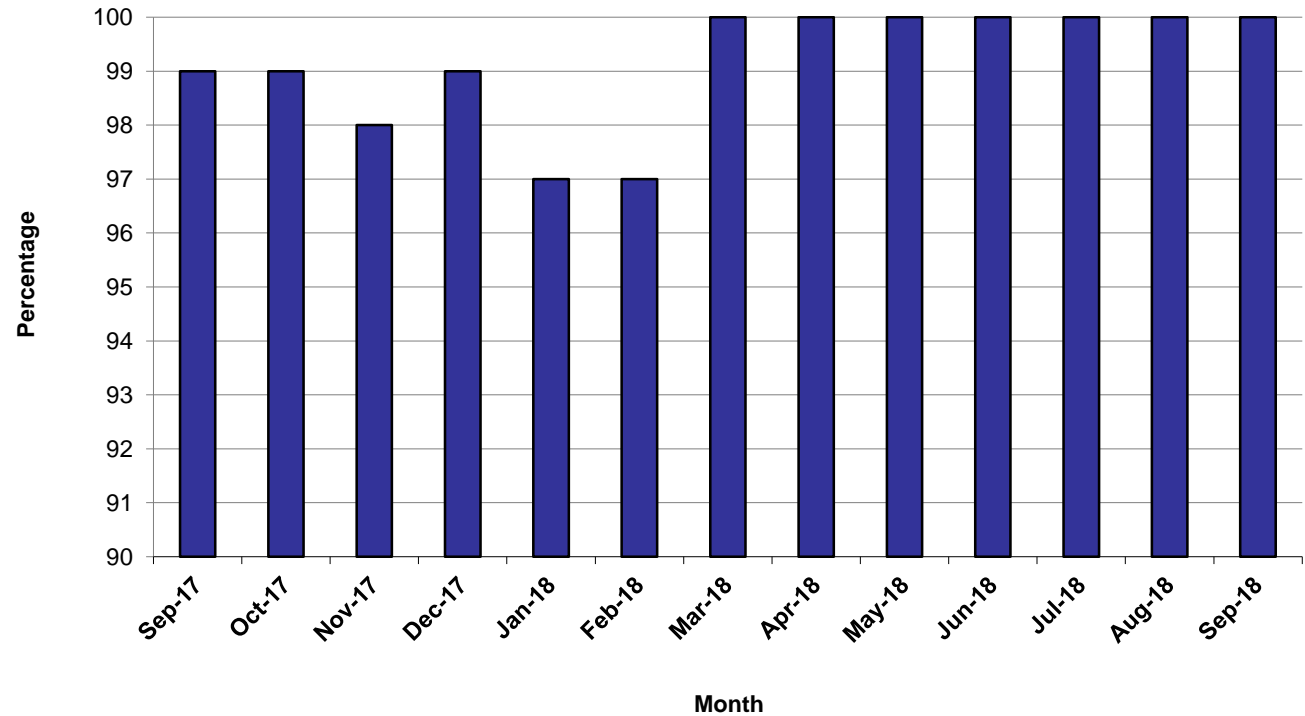


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Customer Satisfaction Report

September 2018

Customer Satisfaction



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Thank You !!