

SUCCESS

The Customer:

Celebrated Oil Magnate J. Paul Getty (1892-1976) viewed art as a civilizing influence in society, and strongly believed in making art available to the public for its education and enjoyment. He founded the J. Paul Getty Museum in 1953. This small museum, established in his ranch house in Malibu, housed collections of Greek and Roman antiquities, 18th -century French furniture, and European paintings. Fascinated with the ancient world of the Mediterranean, he later built a Roman-style villa, modeled after the 1st-century AD Villa dei Papiri, to house the collection. When most of Mr. Getty's personal estate passed to the Getty Trust in 1982, the Trustees sought to make a greater contribution to the visual arts through an expanded museum as well as a range of new programs. Planning for the Getty Center began in the mid 1980s, with property in the Brentwood area of Los Angeles acquired by the J. Paul Getty Trust. The Getty Center, a dramatic hilltop campus in Los Angeles, opened in 1997.

The Getty Center is one of the most distinctive architectural achievements in Los Angeles. The J. Paul Getty Museum is an operating program of the J. Paul Getty Trust. The Museum's goal is to make the collection meaningful and attractive to a broad audience by presenting and interpreting the collection through educational programs, special exhibitions, publications, conservation, and research. The J. Paul Getty Museum at the Getty Center houses European paintings, drawings, sculpture, illuminated manuscripts, decorative arts, and European and American photographs. The Getty Center area open to the public consists of 5 two-story pavilions set around an open courtyard, with each Gallery specially designed to complement the works on display.

The Solution:

The Getty Museum attracts large numbers of visitors daily. It is bombarded with phone calls for information on a variety of topics. For years the Museum has managed this call volume with an IVR system on their Avaya PBX. When support on the legacy IVR system was terminated by the manufacturer, Getty was faced with the decision to either update/upgrade their system or replace it. The Museum chose to replace their system with Computer Instruments e-IVR (at less than half the cost of maintaining the old system).

Acting as the "front-end" for their Visitor Services, e-IVR guides callers through menus designed to provide information on exhibits, performances, attractions, parking and transportation issues, etc. Although callers always have the option for "live" assistance, the majority find what they're looking for through e-IVR "self-service". The e-IVR system handles approximately 15,000 calls a month. Even though the labor cost savings are significant, the Museum's primary concern is the service and convenience offered to its visitors.

In addition to Visitor Services, e-IVR also serves as a self-service Job Line for Getty Trust Human Resources. Job seekers can dial-in for openings in 6 job categories and "drill down" to specific information on particular jobs of interest. Once again, labor cost savings from this application are substantial.

Along with the Museum, the Getty Foundation supports a diverse range of artistic projects all over the world through its core program areas and special initiatives, strengthening the understanding and preservation of the visual arts. Over the past two decades, the Foundation has awarded nearly \$220 million to over 3,600 projects in more than 175 countries. These grants are provided to individuals and institutions around the world, including museums, libraries, cultural organizations, and universities. Support is offered in three broad areas: Research grants promote scholarship in the history of art; Conservation grants fund the preservation of art in museum collections as well as historic buildings; and Education and Professional Development grants support internships, training, and educational projects at museums. Fulfilling J. Paul Getty's vision, the Getty Foundation has grown to be among the world's largest and most highly respected international supporters of the visual arts.

Computer Instruments Inc. started as a Software Development House in 1979 and has subsequently established a reputation for phone enabling technology and Interactive Voice Response Self-Service Applications. Leveraging a long history of custom IVR development, Computer Instruments became one of a select few of AVAYA IVR Certified Independent Software Developers for Advanced Features. e-IVR is the culmination of broad-based expertise and experience in the industry. "Branded" and sold by Lucent, Expanets, and Avaya, the variety of e-IVR Applications covers a wide range of business types and markets.



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