Our hedge fund managers appreciate a high touch service, because the industry has become so complex and very demanding, with a number of regulations that they have to adhere to. Many of them are extremely time sensitive. In addition, investors are clamoring for more information, more non-standard reporting, and NAVs, weekly estimates. Therefore, they depend on the fund administrator that much more to ensure that they can meet their underlying clients’ needs.

Our prime custody model here at BNY Mellon is unique, because we have one primary contact that faces off with our hedge fund manager client. Now, oftentimes, there are daily requirements, and all you need is a break in that process, and you need to have that high touch client service individual facing off with a hedge fund manager who can resolve the issue as quickly as possible.
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