

Put yourself in the client's shoes



Here are nine things this means for our service at Ruffer.

1 HELPFUL HELLOS

Potential clients are not prospects to be sold to. They're people to be helped – helped to make an informed decision about whether Ruffer is, or isn't, a good fit for them.

2 BEST INTERESTS

Investing is not a game. A lot is at stake. Our successes and failures affect the lives of our clients. They are putting enormous trust in us; it is our duty to serve their best interests. No nonsense. No small print. No shenanigans.

3 REASONABLE EXPECTATIONS

Client service is where the human craving for certainty clashes with the uncertainty that inevitably comes with investing. We need to be frank and transparent with clients about what we do, what we can't do, and what can go wrong.

4 QUIET COMMITMENT

True client servants are happy carrying burdens. Sweating details. Anticipating what clients need, how they'll feel, and how to make clients' lives easier. True client servants do a job well, without seeking attention. Without fanfare or fuss.

5 INVESTMENT OWNERSHIP

Client service at Ruffer comes from investment professionals. Professionals who own and believe in their portfolios. Professionals who stand accountable for the performance we deliver.

6 RELIABLY RESPONSIVE

Clear, timely, and accurate communication is at the heart of good service. Are we accessible? Proactive? Reliable? Understandable? Do we consistently do what we say we will do?

7 FAIR FEES

Our fees are designed to be easy to understand, and to be fair for everyone. For example, any two clients in the same situation should pay the same fee; we understand our worth and don't haggle.

8 PERSONAL ENGAGEMENT

Some things at Ruffer may look old-fashioned – but they're not outdated. Courteous people who know clients by name. Who demonstrate empathy for clients and their lives. Who offer trust-worthy advice. Who are open when they make a mistake.

9 GRACIOUS GOODBYES

Never forget whose money it is. If a client chooses to leave us, let's do what we can to leave a good lasting impression.

AND FINALLY

Remember trust is easy to lose. For us, earning the trust of a client is the true test of a job well done. Yet trust is fragile. Seth Godin sees trust as scarce, because it's not a simple instinct. It quickly disappears in the face of greed, shortcuts or ignorance. Who's Seth Godin? Doesn't matter. Better to take a moment to think on what he said.