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## HSBC LAUNCHES BRITISH SIGN LANGUAGE SERVICE FOR BUSINESS CUSTOMERS

- *Service for deaf BSL customers extended to HSBC business customers*

HSBC is making it easier for deaf British Sign Language (BSL) business customers to carry out their banking by providing instant access to a BSL interpreter. The service was first launched in the personal banking contact centres in 2016 followed by the service for personal and business customers in branches and commercial centres. The service has been further extended to the business banking contact centres, completing the BSL service for personal and business customers in the UK.

James Cliffe, Head of HSBC UK Business Banking, said:

“We are committed to providing the best possible service to our business customers. Giving deaf and hard of hearing customers instant access to an interpreter will make it much easier for them to carry out their business banking.

“New technology is changing the way we live and the way we bank, and we are embracing the opportunities to deliver increasingly simple and smart solutions to make banking easier.”

Jeff McWhinney, SignVideo Chair and Founder said:

"We are delighted HSBC has taken the opportunity to extend their customer service access for deaf BSL users to their Business Banking helplines. This means a deaf BSL user who uses HSBC for their business can get the same level of service for their banking as a hearing person."

**ENDS**

Notes to Editors

- The service can be accessed at [www.hsbc.co.uk/accessibility](http://www.hsbc.co.uk/accessibility) for personal customers and for business customers by hovering over 'Everyday banking' selecting 'Ways to bank' and 'Accessibility' from [www.hsbc.co.uk/business](http://www.hsbc.co.uk/business).

Further information:

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## **HSBC**

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