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## HSBC LAUNCHES WI-FI IN BRANCHES AROUND THE UK

HSBC has installed free Wi-Fi in branches around the UK to help its customers get online while they bank. The hotspots, powered by BT Wi-Fi, are initially available in over 650 HSBC branches throughout the UK. Customers will be able to use any smartphone or tablet to download their mobile banking app or simply browse the web while in the branch.

The move comes as research by BT and Avaya<sup>2</sup> revealed that some 49 per cent of UK banking customers felt that free Wi-Fi would greatly improve their in-branch experience. Customers will now be able to test out the HSBC app before they download it themselves and will be guided through the features by staff.

**Carl Howard, Head of Digital for HSBC in the UK** said:

“We’ve been listening to our customers about how we can make banking easier for them, and they tell us they like the idea of mobile banking but in some cases would value being shown how it works. Our branch staff can now demo our Mobile Banking app in branch to get people started, as well as demonstrating new features such as the new mobile payment service [Paym](#)<sup>1</sup> which allows customers to pay their contacts using just a mobile number.”

HSBC recently announced it had seen over £2bn of payments and transfers made on its mobile banking app, as well as over one million log ons each week.

**Ends**  
**Notes to editors**

**For more information, please contact the HSBC Press office:**

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### <sup>1</sup> **About Paym**

Paym is a new secure way to pay using just a mobile number, available across nine banks and building societies.

Paym is now available to more than 30 million people across the UK - customers of Bank of Scotland, Barclays, Cumberland Building Society, Danske Bank, Halifax, HSBC, Lloyds Bank, Santander and TSB are able to send and receive Paym payments. The service will expand further later in the year, becoming available on more than nine out ten current accounts, covering in excess of 40 million customers.

<sup>2</sup>The research, called *Youbiquity Finance 2014*, was carried out by Davies Hickman Partners on behalf of BT and Avaya with 2,000 consumers across France, Spain and the UK. It looks at consumer attitudes towards their interaction and use of different banking channels; trends and behaviours relating to customer service and the different ways consumers decide to purchase banking products and receive advice. In particular, the research looks at the use of new channels such as video, and the growing appetite and use of Wi-Fi in the branch.

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### **HSBC Bank plc**

HSBC serves 16.1 million customers in the UK and employs approximately 43,500 people. In the UK, HSBC offers a complete range of personal, premier and private banking services including [bank accounts](#) and [mortgages](#). It also provides commercial banking for small to medium businesses and corporate and institutional banking services. HSBC Bank plc is a wholly owned subsidiary of HSBC Holdings plc.

### **The HSBC Group**

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from over 6,300 offices in over 75 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of US\$2,758bn at 31 March 2014, HSBC is one of the world's largest banking and financial services organisations.