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HSBC UK TO ROLL OUT HSBC@HOME PROGRAMME

HSBC@Home is designed to help customers get started and build confidence when managing their finances at home with the mobile app and online banking services

HSBC UK has announced the launch of HSBC@Home, a new customer education programme that supports customers in making the transition to mobile and online banking.

HSBC@Home has been designed to educate and upskill customers on a range of topics from digital tools and services to fraud and financial fitness. The sessions are delivered through live virtual webinars and are hosted by specially trained branch colleagues.

With 90% of all customer contact now taking place over the phone, internet or smartphone, HSBC@Home aims to help customers understand how they can get the most out of the bank's digital banking platforms, as well as how to keep safe from sophisticated criminals with detailed information about the latest scams and how fraudsters work.

Jackie Uhi, HSBC UK's Head of Network, said: "Supporting our customers with alternative ways of banking, such as online and mobile, is something we do every day. With many people embracing digital as their primary banking channel - some for the first time - we have developed HSBC@Home to help build confidence and enhance their digital skillset. The programme, which will be delivered across our UK branches, covers everything from how to register for our digital services and what you can do via the mobile app and online banking, to guarding yourself against fraud."

While HSBC UK has been able to keep almost all of its branches open consistently during the pandemic, many customers have self-isolated, whether for medical need, as a precaution or through personal preference. Mobile and online banking has enabled customers to continue to manage their finances from the safety and comfort of their own home.

The bank has seen over 750,000 new mobile banking app registrations in the last 12 months, with over one billion digital log-ons globally and 20% of customers now log onto their mobile banking app every day.

Chat channels are also booming in popularity, with more than 105k chats per week. HSBC UK's WebChat service allows customers to seamlessly move between mobile and online banking platforms and pick up a conversation where they left off.

Customers are being contacted and invited to HSBC@Home sessions as part of more than 600,000 proactive calls HSBC UK has been making to vulnerable and non-digital customers. Over 350 specialists across HSBC UK branches have received training to deliver HSBC@Home and the bank has held around 200 sessions for customers so far.

Jackie continued: "Using video conferencing to conduct these sessions has helped us reach more customers during the pandemic than would have otherwise been possible and demonstrates how customers can manage their finances on the go or from the comfort of their own homes. We're working on plans to further expand the programme later this year, including for colleagues to start delivering sessions face-to-face (whilst following social distance guidelines). These will take place within our branches, across local community centres and town halls and will eventually run in parallel to our virtual offering."

The 30-minute HSBC@Home sessions cover specific topics including:

- Registering for mobile and online banking
- Logging on using a digital secure key
- Viewing direct debits, statements and transactions
- Using mobile banking to deposit cheques and Moving Money
- Security measures such as biometrics, two-factor authentication and confirmation of payee
- Protection against Fraud

Customers will be invited to join HSBC@HOME sessions by their local branch.

To find out more about HSBC@HOME, speak to your local branch.

Find out more about [HSBC UK's digital banking services](#)

Ends

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<https://www.about.hsbc.co.uk/news-and-media>

HSBC UK

HSBC UK serves around 14.5 million customers across the UK, supported by 32,000 colleagues. HSBC UK offers a complete range of retail banking and wealth management to personal and private banking customers, as well as commercial banking for small to medium businesses and large corporates.

HSBC Holdings plc

HSBC Holdings plc, the parent company of HSBC, is headquartered in London. HSBC serves customers worldwide from offices in 64 countries and territories in its geographical regions: Europe, Asia, North America, Latin America, and Middle East and North Africa. With assets of US\$2,984bn at 31 December 2020, HSBC is one of the world's largest banking and financial services organisations.

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