

When banking gets personal:

The measures we're taking to help our retail customers navigate turbulent times.

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Life has changed in many ways for every single one of us in just a matter of weeks.

Extraordinary steps taken around the world to stop the spread of COVID-19 have put to test the very basis of fundamental human interactions and all of the services that rely on them.

Whether working remotely, helping with home schooling, or becoming adept at online ordering and a host of other things, the shift is unmistakable.

Banking is no exception. A bank defines itself by the strength and consistency of its customer interactions – which is why we call the people who look after our customers “Relationship Managers”.

And it is relationships that are driving the shift in expectations of what a bank can – and should – be able to do for its customers in these unprecedented times.

Each of us has, understandably, individual needs. And at times like these, when stress and uncertainty rise, our needs become more pointedly personal than ever.

Day-to-day banking services have already adjusted.

Cashing a cheque, or making a transaction in person, has not been an option for many customers across our region who typically depend on such operations. We've helped people who previously relied on paper and face-to-face transactions to make the move to digital.

With more than 80% of our retail banking transactions globally completed digitally even before the arrival of COVID-19, our Relationship Managers have been able to help thousands more of our customers to make the move online.

And in doing so we've accelerated planned developments, such as ensuring that we can process and accept digital signatures – our “LiveSign” service – to make digital banking a completely smooth and seamless experience for our customers.

Keeping our customers connected to their finances – whether savings and investments, or payments and international transfers – has been one of our top priorities, ensuring that funds have stayed flowing despite lockdowns and economic dislocation worldwide.

At the same time, people have been dealing with severe challenges such as job and income loss, unpaid leave, and in some cases people have found themselves stranded in foreign countries.

It was clear that HSBC needed to respond quickly and decisively to support our customers.

Across the region, our Relationship Managers and our other frontline colleagues have made many thousands of courtesy calls every week to check in with our customers to see how they are coping, explain new central bank regulations, how they may make use of new measures, and to ensure that our customers know about all the digital tools and banking facilities available to them.

These conversations have helped us to ensure that our packages of support measures for personal banking clients are designed in response to specific customer demand.

Our customers have told us where they need our support most and we have made those areas our focus.

This pragmatic approach has helped develop responses covering everything from repayment holidays for personal loans, auto loans and mortgages, to rescheduling credit card payments and structuring school fee payments, to helping customers stranded in countries away from home with limited access to funds.

As well as listening to our customers and responding to their requests, we have also been working in close collaboration with central banks across the region to implement their own packages of relief measures.

Our role there is to ensure that we play our part in stimulating economic activity, as well as helping to provide relief measures for people who have been affected by the consequences of the efforts to stop the spread of COVID-19.

HSBC's origins in this region date back to 1889 and we've been supporting economic and social development ever since.

With the work that we are doing to help our personal banking customers across the region, we are proud to be playing our part in securing the future.



Together we thrive