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HSBC awarded Best Consumer Digital Bank for 12th time by Global Finance

HSBC Sri Lanka has once again being recognized for its digital capabilities by winning the Best Consumer Digital Bank Country Award by Global Finance at the Best Digital Bank Awards 2018. This is the twelfth time that HSBC has won this prestigious award.

Currently, most of the Retail Banking transactions are being performed through the Banks automated channels including HSBC Online Banking, HSBC EasyPay and ATM network. HSBC's Online Banking platform is built on world-class technology with high security and equipped to perform a range of banking services such as balances enquiries, online statement viewing, transferring of funds between own or third party accounts to bill payments and management of personal accounts (i.e. canceling any direct debits, amending standing orders and other).

These capabilities were further enhanced with the HSBC Mobile Banking App, enabling customers to access their accounts on the go. Through the HSBC Mobile Banking App, HSBC has introduced a Digital Secure Key, Touch ID and Face ID. HSBC is one of the few banks to provide biometric authentication through the Touch ID and Face ID features for Apple iPhone users and to facilitate two-factor authentication using the Digital Secure Key, which is a first in the market.

Furthermore, through the launch of the HSBC's mobile app, the Bank provides an extra layer of security for mobile banking customers with features such as transaction data signing for third party payments.

These features also allow HSBC customers the convenience of banking from anywhere at any time with peace of mind.

“We are extremely proud to continue to receive such recognition from Global Finance that validates our efforts to develop a platform where users can bank from anywhere in the world very easily and securely. We understand many of our customers now use online banking as a channel for everyday banking and we continue to make banking, simpler, better and faster for them by supporting their needs through our digital banking capabilities.” stated, Nadeesha Senaratne, Country Head of Retail Banking and Wealth Management, HSBC Sri Lanka.

HSBC's Online Banking allows customers to view their credit card statements and keep track of their spending 24/7, whether they are at home or overseas. Furthermore, with state of the art security features and fraud prevention systems, customers can be rest assured that their money and identity is secure and safe.

The award is a testament to HSBC's commitment to developing world-class solutions through the bank's online banking service.

In the Global Finance's Best Digital Bank Awards 2018 program, winning banks were selected based on the strength of strategy on attracting and servicing customers on digital banking platforms, success in getting clients to use digital offerings, growth of digital banking customers, breadth of product offerings, evidence of tangible benefits gained from digital initiatives, web/mobile platform design and functionality.

Winners were chosen among entries evaluated by a world class judging panel.

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Note to editors:

The Hongkong and Shanghai Banking Corporation Limited

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group, which serves our customers through four global businesses: Retail Banking and Wealth Management, Commercial Banking, Global Banking and Markets, and Global Private Banking. The Group serves customers worldwide from around 3,800 offices in 66 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of US\$2,607bn at 30 June 2018, HSBC is one of the world's largest banking and financial services organisations.

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