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Global Finance names HSBC Sri Lanka the Best Consumer Digital Bank for the fourth consecutive year

HSBC Sri Lanka has been recognised by Global Finance, winning the title for Best Consumer Digital Bank in Sri Lanka for the fourth consecutive year, in the 2024 World's Best Consumer Digital Bank Awards in Asia-Pacific held for the 25th year by Global Finance. This announcement comes in the wake of HSBC being recently named Sri Lanka's Best International Bank for 2024 by Euromoney.

In addition to securing the top honour HSBC also excelled in four sub-categories, further solidifying its leadership in the digital banking space, and winning the title for the Best Mobile Banking app for the first time this year, along with three other sub-category awards;

- Best User Experience (UX) Design
- Best Information Security and Fraud Management
- Best Integrated consumer banking site

These awards underscore HSBC's commitment to innovation and reflects the banks dedication of providing simplified digital solutions that meet the evolving needs of its customers. Through continuous investment in technology, a customer-centric approach, and a strong focus on security, HSBC has set the benchmarks in digital banking.

Expressing appreciation for the recognition received, James Rebert, Head of Wealth & Personal Banking HSBC Sri Lanka said, "The recognition from Global Finance is a testament to our commitment to driving digital transformation and delivering for our customer needs. A growing number of our retail customers are turning to our digital channels for everyday banking due to the security and convenience they provide. It's encouraging to see many of them actively using our mobile banking app for their transactions. The award titles for our digital banking efforts are an inspiration to continue pushing the boundaries of what's possible in digital banking."

Apart from being able to view all products, balance details and transactions via HSBC digital banking, customers also have access to Global View and Global Transfer service, where they can view all HSBC local and overseas accounts on one dashboard and transfer funds instantly within these local and overseas accounts which is unique to HSBC, ease of use of HSBC's mobile app with biometric/single password for logon and new transfers, and ability to save payees for regular transactions and setup recurring transfers, amongst other services.

As the landscape of fraud continues to grow, security has become more crucial than before. HSBC's world-class security features provides customers peace of mind to transact safely via its online/mobile banking channels.

Global Finance's Best Digital Bank Awards celebrate the financial institutions that are leading the way with innovative digital solutions and setting new standards in the industry.

Winners were chosen from entries evaluated by a world-class panel of judges at Infosys, a global leader in consulting, technology and outsourcing. Winning banks were selected based on the following criteria: strength of strategy for attracting and servicing digital customers, success in getting clients to use digital offerings, growth of digital customers, breadth of product offerings, evidence of tangible benefits gained from digital initiatives, and web/mobile site design and functionality. Sub-category winners were selected based on the relative strength and success of those web products and services.

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The Hongkong and Shanghai Banking Corporation Limited

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group. HSBC serves customers worldwide from offices in 62 countries and territories. With assets of US\$3,001bn at 31 March 2024, HSBC is one of the world's largest banking and financial services organisations.

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