

News Release

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HSBC INTRODUCES WECHAT NOTIFICATION SERVICE IN HONG KONG

Taking the Lead in Bringing a Simpler, Better, Faster Experience to Business Banking Customers

HSBC today announced the launch of its WeChat notification service for Business Banking customers in Hong Kong, creating an alternative communication channel that will enable the Bank to stay in touch with customers in a more convenient way. Through the new service, customers will be able to receive notifications on account services from HSBC HK Business WeChat Official Account.

Daniel Chan, Head of Business Banking, Commercial Banking, Hong Kong, HSBC, said: “As customer behaviour has changed over time, we understand many customers prefer real-time communications with the Bank. WeChat is an all-in-one social media platform that enjoys immense popularity in Mainland China and Hong Kong. We are proud to be the first bank in Hong Kong to announce such a service in commercial banking. This is also an integral part of our programme of digital initiatives this year which aim to offer our customers a simpler, better and faster banking experience.”

Customers can follow, bind their Business Internet Banking profile with HSBC’s WeChat account and receive notifications through this channel by following a few steps. This service provides a fast and reliable way of receiving messages, especially when customers are travelling overseas. For example, when customers are abroad, they will not need to rely on text messages (SMS) to receive notifications about account services and transactions. The WeChat notification service also improves HSBC’s ability to alert customers to potentially fraudulent activity in their accounts. Furthermore, customers do not have to worry about not receiving SMS notifications when they change the SIM card of their mobile phones.

The Bank has also integrated the virtual assistant “Ask Amy” into the WeChat account, enabling customers to ask general enquiries on 24 x 7 basis.

This information is issued by

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Looking ahead, HSBC is planning to extend the features of this service later this year. For example, the Bank plans to introduce WeChat banking services, and using WeChat to deliver market updates to customers.

As a trusted banking partner for businesses, HSBC is committed to driving digital innovation to better suit customers' changing needs. Besides the successful launch of "Ask Amy" earlier this year, it has recently introduced *HSBC Connections Hub*, an exclusive digital platform for business customers to connect with trusted buyers and sellers around the globe. HSBC is also dedicated to bringing customers insights and connecting them with the digital world through its Digital for Business series. Among them the Digital Summit, first held in 2016, connects the business community with digital professionals and leaders, while the latest market trends and success stories are shared with companies via the Digital Exchange and Digital Academy on the HSBC website.

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Notes 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 more than 37 million 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 4,000 offices in 70 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of US\$2,416bn at 31 March 2017, HSBC is one of the world's largest banking and financial services organisations.

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