

April 29th, 2022

### **Bank announces launch of online chat platform**

HSBC Bermuda announced the launch of Web Chat, a new service where customers can connect directly to HSBC agents via the HSBC website and internet banking platform. HSBC Bermuda is the only bank in Bermuda to offer chat capabilities, and the move comes as the bank continues to modernize and digitize their customer service offering.

HSBC customers can initiate a chat to ask general questions or get help with account specific queries, such as changing their address or updates on lending applications. Non-Customers that are interested in exploring HSBC products can also receive guidance, including how to open new accounts with the Bank.

Each connection to HSBC Web Chat is encrypted using modern industry standards. For an added layer of security, customers with account related enquiries must log on to internet banking.

“We are excited to offer a new way for customers to connect with us” Tanya Bule, Head of Wealth and Personal banking commented. “We are continually looking at ways expand our digital banking channels. HSBC Web Chat provides a convenient and secure alternative for both new and existing customers to get assistance”

HSBC Web Chat is available between 9am to 5pm, Monday – Friday, by clicking on the chat icon on [www.hsbc.bm](http://www.hsbc.bm) . FAQs, including where Web Chat can be found and what services are available can be found at <https://www.hsbc.bm/ways-to-bank/web-chat> .

Customers may follow us on Twitter and Facebook for ongoing HSBC advice and updates on this and other topics.

*ends/more*

**Media enquiries to:**

Angela Cotterill

(441) 299 6956

angela.cotterill@hsbc.bm

**Notes to editors:****1. 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\$3,022bn at 31 March 2022, HSBC is one of the world's largest banking and financial services organisations.

.

**2. HSBC Bermuda**

HSBC Bermuda is a brand name of HSBC Bank Bermuda Limited. Founded in 1889, HSBC Bermuda is the leading provider of retail and corporate banking, investment, custody and fund administration services to international and local clients. Since 2004 it has been a wholly owned, indirect subsidiary of HSBC Holdings plc. HSBC Bank Bermuda Limited of 37 Front Street Hamilton is licensed to conduct Banking and Investment Business by the Bermuda Monetary Authority.

*ends/all*