



30 March 2020

**Customers Can Now “WhatsApp” Hang Seng’s Virtual Assistant H A R O
for Banking Services and Information
First-of-its-kind, Reinforces Bank’s Lead in AI Conversational Banking**

In its latest digital innovation to make banking more simple and convenient, Hang Seng Bank’s ever helpful retail banking virtual assistant H A R O has just been made available on the instant messaging platform, WhatsApp. As easy as chatting with any friend on WhatsApp, users can just message H A R O to get the most up-to-date information on Hang Seng services, including the nearest branch and ATM locations, credit cards, mortgages, personal loans, insurance products and offers and so on. Uniquely available on the instant messaging platform in Hong Kong to handle enquiries on banking products and services, ‘H A R O WhatsApp’ can also help customers capture opportunities in fast-moving markets. Upon subscription, H A R O can send regular foreign exchange or market outlook updates to customers via WhatsApp. The conversational interface of ‘H A R O WhatsApp’ can further assist customers to log into their Personal e-Banking accounts via the Hang Seng mobile app to manage their personal finances.

‘H A R O WhatsApp’ is a market-first, launched by Hang Seng to meet the growing demand from customers and the public for services that integrate seamlessly into their busy daily lives. Already an industry leader in AI conversational banking in Hong Kong, the Bank is continuing to enhance the service experience by leveraging its deep understanding of local markets to make further customer-centric investments in fintech innovations. Developed in collaboration with IBM Services – the world’s leading AI solution provider – ‘H A R O WhatsApp’ is able to process natural language and simulate human-like contextual conversations. It can communicate in Chinese and English, understand Cantonese as well as a mix of English and Chinese, which is a common conversation style of Hongkongers.

As the first-of-its-kind conversational virtual assistant for retail banking customers, H A R O was launched in early 2018 on Hang Seng’s online (www.hangseng.com) and mobile platforms and has since proved popular with customers. Last year alone, the number of conversations conducted through H A R O increased 200% when compared with that of 2018. Other than enquiries, H A R O can also assist customers to conduct peer-to-peer payment transactions, exchange 12 foreign currencies, check credit card spending overview and repayment.

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Margaret Kwan, Executive Director and Head of Retail Banking and Wealth Management at Hang Seng, said: “H A R O is unique because our customers and the public can communicate with it as if they were having a conversation with another person. It is intuitive and informal, making it well-suited to the WhatsApp instant messaging environment. With ‘H A R O WhatsApp’, we are making our services available in our customers’ ecosystem, saving them the extra step of coming onto our platforms. And they get the information instantly. There are still many possibilities with H A R O and more features are in the pipeline to be launched later this year. Indeed, we will continue to broaden our digital service scope to make banking even more simple for customers.”

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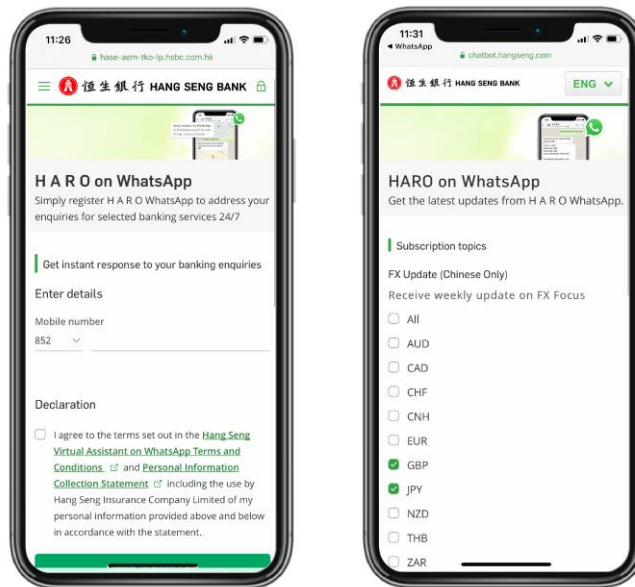


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Photo Caption

Photo 1

Uniquely available on the instant messaging platform WhatsApp in Hong Kong, customers can register for ‘H A R O WhatsApp’ to start a WhatsApp conversation with H A R O for enquiries on banking products and services. Customers can further capture opportunities in fast-moving markets upon subscription of foreign exchange or market outlook updates via ‘H A R O WhatsApp’.

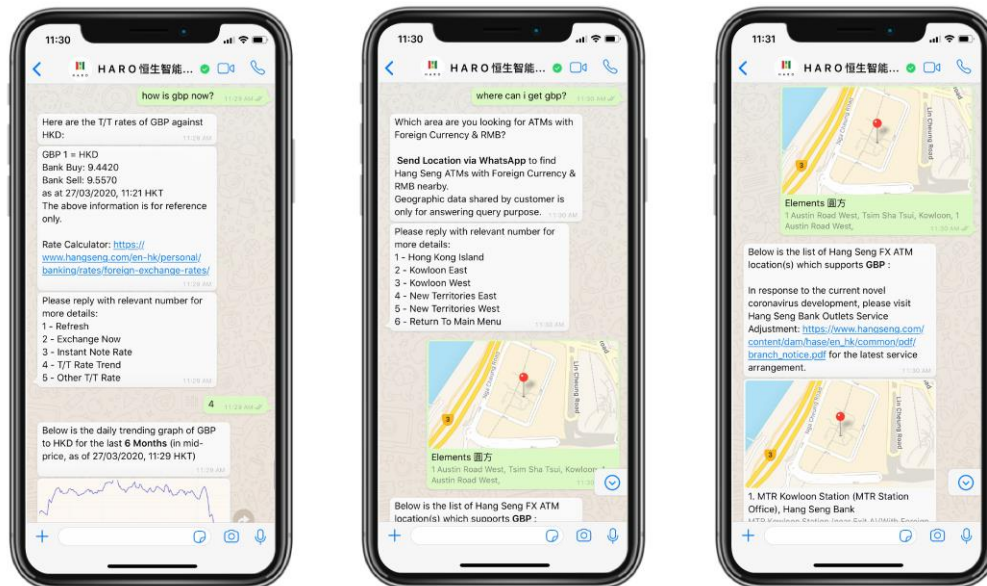




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Photo 2

As easy as chatting with any friend on WhatsApp, users can just message H A R O to get the most up-to-date information on Hang Seng services, including foreign exchange services and rate. Users can also use ‘H A R O Whatsapp’ to look for the three nearest Hang Seng service outlets, ATMs and FX ATMs upon sharing their location.





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About Hang Seng Bank

Founded in 1933, Hang Seng Bank operates around 290 service outlets serving both personal and business customers. The Bank also maintains branches in Macau and Singapore, and a representative office in Taipei.

Established in May 2007, wholly owned subsidiary Hang Seng Bank (China) Limited is headquartered in Pudong, Shanghai, and operates a mainland China network with outlets in the Pearl River Delta, the Yangtze River Delta, the Bohai Rim Region and midwest China.

With total assets of HK\$1,677 billion as at 31 December 2019, Hang Seng Bank reported a profit attributable to shareholders of HK\$24,840 million for 2019. Hang Seng Bank is a principal member of the HSBC Group, one of the world’s largest banking and financial services organisations. For further information on Hang Seng Bank, please visit the Bank's website at www.hangseng.com.