



Customer Experience



Since our establishment in 1933, customer-centricity has been at the core of our service delivery approach.

Since our establishment in 1933, customer-centricity has been at the core of our service delivery approach. Providing excellent customer service and demonstrating our values through our actions have helped us gain the trust and loyalty of our customers. These values are: We Value Difference, We Succeed Together, We Take Responsibility, and We Get it Done.

Our customer base is mainly located in Hong Kong. With the aim to provide excellent service to our customers, we blend innovation with integrity in our business operations.

Customer Satisfaction and Testimonials

We proactively gather opinions – via focus groups, surveys, Net Promoter System, suggestion forms and hotlines – to enhance our products and services. We also identify our strengths and best practices via local market benchmarking and a mystery shopper programme that monitors the level of service provided by our frontline staff.

We monitor markets closely to identify the emerging trends and opportunities, and to make sure that we offer products and services that meet our customers' needs. Our digital platforms allow customers to perform a wide range of transactions online, and provide information to assist in their decision-making.

For the past five years, we have continued to perform well in the annual Banking Industry Monitoring Study. The study assesses customer satisfaction among the eight major banks in Hong Kong.

We have also received the following awards and recognition:

- Best ESG Index Provider – Hong Kong, Best of the Best Awards 2023 – Asia Asset Management
- Most Innovative Index – Hong Kong, Best of the Best Awards 2023 – Asia Asset Management
- Best Payments Bank in Hong Kong – The Asian Banker
- Best API Initiative, Frictionless Transaction Awards 2023 – The Asian Banker
- Best Mobile Banking Service in Hong Kong – The Asian Banker
- Excellence in Branding – HKMA
- Safest Bank in Hong Kong – Global Finance
- Best SME's Partner Award – The Hong Kong General Chamber of Small and Medium Business
- Fund House of the Year – Hong Kong – AsianInvestor

Customer Feedback Collection Mechanism and Complaint Handling Procedures

Our complaint-handling procedures ensure customer feedback is addressed in a consistent, independent and efficient manner. Our complaint handling teams aim to acknowledge the receipt of comments or complaints within seven calendar days, and to resolve issues as soon as possible.



Customer Experience

Should a matter require further investigation, the teams aim to provide a response within 30 calendar days. Any issue that warrants remedial actions is referred to the Bank. All complaints from customers must be treated fairly, consistently and promptly, in an effort to drive improvements in our services.

The senior management regularly reviews customer suggestions, compliments and complaints. Their comments are communicated to our staff, with a view to improve our customer service and encourage best practices. In 2023, we received a total of 11,304 complaints, of which 98% had been resolved as of 31 December 2023.

To continue providing a better service experience to customers, we aim to streamline the investigation lead time and shorten our reply turnaround time in handling customer complaints.



Customer Fairness Principles

We offer diverse personal banking and wealth management products and services based on customers' needs, their understanding of our products and services, and the appetite for risk. We uphold our principles of providing the right product and service, at the right time, for the right customer, in the right way. We believe that an ethical and fair approach supports a sustainable business.

We offer our Financial Health Check solution to help customers better understand their financial needs. With the help of our relationship managers, customers can identify their goals and evaluate their financial profile.

In line with our values in relation to how we do business, we treat our colleagues and customers equally and fairly. All our employees undertook mandatory training on values and conduct in 2023.

Our learning programme – Developing Customer Relationships – is designed to equip our customer-facing staff with the right skills set and mindset for a client-centric approach throughout the client journey. This programme has also incorporated the sales model of 'Engage, Discover, Recommend or Review, Act and Service' to ensure that we treat customers fairly.

The Bank is dedicated to doing the right thing for our customers. This can be evidenced by the culture and behavioural standards we set out for our employees in the Culture Statement, which is reviewed and approved by the Board and Risk Committee on an annual basis. In particular, our Code of Conduct ensures that we deliver fair outcomes for our customers, without disturbing

the orderly and transparent operation of the financial markets. It encompasses a set of key pillars and required outcomes to ensure we deliver on our commitment.

We are governed by Hong Kong's Code of Banking Practice, and by the HSBC Group's Global Principles and Functional Instruction Manual. Our external communications and advertising materials provide clear, transparent and balanced information. They comply with all relevant requirements of the HKMA, SFC and the Hong Kong Association of Banks.

Our Brand Centre is an internal resource site that helps staff learn about our branding guidelines and the application of our brand identity. Our marketing department provides advice and ensures that we do not violate or infringe on the intellectual property rights, patents and related rights of any third parties.

No cases of non-compliance with regulations and voluntary codes concerning marketing communications were reported in 2023.

Customer Safety

Managing indoor air quality ('IAQ') and ventilation is an important element of our health and safety responsibilities. To ensure the IAQ of our offices and branches meets the Good Class – as defined by the Hong Kong Government's Environmental Protection Department in its guidance notes we regularly clean our air filters and conduct measurements to monitor and improve our performance.