

Customer and Stakeholder Engagement Manor Royal, Crawley Branch

Following the closure announcement of this branch on 06 March 2019 we have been engaging with customers and members of the local community.

Customer and stakeholder contact

We have written to all customers who have either opened an account at this branch, use it often or live nearby. This letter has given customers the details of the nearest alternative branches, the nearest Post Office, how to access the Impact of Closure report, ways to bank information and the bank's contact details.

Additionally posters have been displayed at the branch with details of the nearest alternative HSBC UK branch and Post Office counter.

We have proactively spoken with all customers who are reliant on the branch and provided advice on how they can continue to bank with us and what alternatives are available to them.

We have additionally held in-branch sessions to help customers understand the alternative ways to bank with us. These have been held weekly since March and we will continue with these on a weekly basis until the branch closes. Following the closure, customers will be able to visit any HSBC UK branch for advice and guidance on banking with us.

Our business relationship managers have also been telephoning their customers to discuss options that suit their needs.

We contacted the following key stakeholders and provided contact details should customer queries or concerns be brought to their attention:

- Crawley Citizens Advice
- Crawley Borough Council
- Age UK West Sussex Crawley Centre
- The Crawley & Gatwick Chamber of Commerce

We contacted Henry Smith MP to advise of the closure and offered to meet to explain the reasons for the decision and to discuss how we are supporting our customers.

We have engaged with the nearest Post Office to the branch, to ensure that it is fully aware that we are merging, aware of the services it can provide to our customers and to address any questions they may have.

Customer and stakeholder reaction/feedback

- Henry Smith MP asked us to reconsider the closure in view of the impact on business customers.
- A number of customers expressed concern and disappointment at the decision to close the branch.
- Customers found the alternative ways of banking sessions useful but some customers were concerned about using the Internet and Mobile Banking app.
- Customers were not aware of the services the local Post Office® provide.
- Some business customers queried how much can they pay in at the Post Office® and the charges for carrying out the transactions.

Follow up action taken

- Our local Area Director has written to Henry Smith MP, in response to his letter, reaffirming our decision to close this branch and offering to meet with him face to face.
- Any complaints that have been received have been dealt with in accordance with our complaints procedure.
- For those concerned about using our Internet and Mobile Banking services we advised customers how to sign up for HSBC Voice ID which is making telephone banking safer as there's no need to use a security number.
- We have taken the opportunity to advise our customers of the services available through Post Office® counters. We will undertake a further engagement visit to the local Post Office® nearer to the branch closure date.
- Business customers were advised to contact the Post Office® direct to discuss their specific limits and we provided business banking customers with details of the charges as well as directing them to the bank's website for full details.
- We advised business customers of the availability of a Business Pay-in Machine at our 9 The Boulevard branch which offers customers the convenience of avoiding waiting times during busy periods.



Braille, Large Print and Audio copies of this document can be provided upon request

Following the closure of the branch you can continue to contact us via telephone banking; details of which can be found under the 'Ways to Bank' section of the first published part of this report.

Alternatively you can contact 9 The Boulevard branch directly.