

## **Customer and Stakeholder Engagement Bristol Bedminster Branch**

Following the closure announcement of this Branch on 18 September 2020 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 details of the nearest alternative Branches, the services available at the nearest Post Office®, how to access the Impact of Closure report, alternative ways to bank information and the bank's contact details.

Posters have been displayed at the Branch with details of the nearest HSBC UK Branch and cash machines and Post Office® counter. We have also made copies of the Impact of Closure document available at Bristol Bedminster Branch.

During the Covid-19 pandemic we have been unable to hold our usual face to face meetings with customers. We have however been proactively calling customers who are reliant on Branch services to provide advice on the alternatives available to them. These customers are not registered for either Online, Mobile or Telephone banking and we have been discussing how they can use these channels to access their usual banking services. We have also discussed the availability of nearby HSBC UK Branches as well as the services available from the Post Office.

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:

- Citizens Advice
- Which?
- Age UK
- Alzheimer's Society

We contacted Karin Smyth MP on 25 February to advise the Branch would be closing in September 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 closing, aware of the services it can provide to our customers and to address any questions they may have.

## **Customer and stakeholder reaction/feedback**

- Sally Owen has contacted Karin Smyth MP and is still awaiting a response.
- Two of the three local Post Offices® confirmed they were aware of the closure and had already received some customers from HSBC and had no further questions.
- We have had mixed success with contacting and customers coming to branch. We have found customers continually being receptive and using the Post Office® and are pleased the bank has an arrangement for them.
- We have found our digitally enabled customers have been very receptive to being shown how to use Mobile Banking to transfer money and pay in cheques. There has been some resistance from our elderly customers with the new ways of banking however, these customers have said they are happy to use the Post Office® rather than switch banks.
- Finally, generally the closure has not been well received as HSBC also closed the Branches in Brislington and Ashton Gate in the last few years which were the two closest and some of the local customers feel HSBC does not want to be situated in this area.

## **Follow up action taken**

- The feedback from the Post Office® was that they were aware of the closure and actively wanted to welcome more customers from us which was a positive response.

## **Contacting the bank after closure**

Following the closure of this branch if you have any questions or need advice on how to access our services you can contact us in the following ways:

- Visit any HSBC UK Branch
- Contact us on 03457 404 404 (+44 1226 261 010 from outside the UK)



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