

## **Customer and Stakeholder Engagement Hemel Hempstead 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 Hemel Hempstead 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 Rt Hon Sir Mike Penning 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**

- We have had no contact from the Rt Hon Sir Mike Penning MP since we advised him about the decision to close Hemel Hempstead Branch.
- Customers are not happy with the Branch closure mainly due to the inconvenience of travelling to Berkhamstead or to the next closest Branch.
- We have been actively speaking to our regular customers and promoting alternative banking services. Most customers are happy to register for Online Banking or Mobile Banking however some customers prefer to visit an HSBC Branch to carry out their transactions.
- During outbound calls, customers have been informed of their closest branch and alternative banking facilities

## **Follow up action taken**

- The feedback we received from the Post Office® was that Mondays and Tuesdays are their busiest days, therefore we are informing our customers accordingly.
- We have reminded those customers who prefer to visit the Branch for their banking, they will need to access the machines using their Debit Card and have their valid PIN details.

## **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.**