

## Customer and Stakeholder Engagement Leigh-on-Sea Branch

Following the closure announcement of this Branch on 09 October 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 Leigh-on-Sea 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 wrote to Sir David Amess, constituency MP, on 25 February to advise the Branch would be closing in July and offered to meet to explain the reasons for the decision and to discuss how we are supporting our customers. We wrote again on 15 April to advise that, due to the impact of Covid-19, we were delaying the closure of Leigh-on-Sea Branch until October.

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've had no contact from Sir David Amess MP since we advised him about the decision to close Leigh-on-Sea Branch.
- All of the employees at Leigh-on-Sea Branch have been actively educating customers with the alternative channels available which also include the services available at the Post Office®. Whilst speaking to these customers in the Branch, we have been able to complete live demonstrations using customers mobile devices and assisting them with Internet Banking using the Internet Pods.
- The closure of Leigh-on-Sea Branch has been easier to speak to customers about mainly because the Branch was closed due to COVID-19. The Customer Impact Analysis has been helpful to advise customers with details so they can take this away with them.


## **Follow up action taken**

- The Retail Branch Manager will be visiting the local Post Offices® to make them aware of the closure and let them know there may be some HSBC customers visiting their Post Office® to complete their banking.
- Whilst contacting our customers regarding alternative ways to bank with HSBC, we also have helped customers with referrals to the local Age Concern when customers have been at home alone and not seen anyone to assist them with their personal care and daily needs.
- Where our customers have expressed their concern, we have helped them by educating them on alternative ways to bank.

## **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.**