

## Customer and Stakeholder Engagement Leigh Branch

Following the closure announcement of this Branch on 16 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 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 James Grundy, 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 Branch until 16<sup>th</sup> 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**

- Our Area Director, Andrew Jones, will be meeting with James Grundy MP to inform him personally of the Branch closure.
- We have been actively promoting our digital services with our customers and setting them up with Telephone, Internet or Mobile Banking where we can whilst they are in the Branch.
- Some of our customers require a counter service and, as our nearest Branch does not provide this facility, will regrettably be looking to close their account.


## **Follow up action taken**

- We have been promoting the services available at the Post Office® with all our customers and handing out application forms for Business Deposit cards.
- We have taken all feedback on board regarding the closure of Leigh Branch but on the whole, most of our customers have been fine with it and have been open to the alternative ways to bank with HSBC. They have also appreciated the Branch opening has been extended from July to October.

## **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.**