

## **Customer and Stakeholder Engagement London Regent Street Branch**

Following the closure announcement of this Branch on 25 February 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 Regent Street 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 Nickie Aiken 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. On 19 June we contacted Nickie Aiken MP to advise we have taken the difficult decision to bring the closure of the HSBC UK branch in Regent Street forward by three weeks from September to August 2020.

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 Nickie Aiken MP since we advised her about the decision to close Regent Street branch.
- We have received no specific complaints about our decision to close the Regent Street branch. In conversation between colleagues and customers there has been general disappointment expressed at the closure with a number of customers commenting that they will miss the branch as it has been so nice to use.
- During outbound calls customers found the alternative ways of banking discussions 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.
- No specific feedback from business customers.

## **Follow up action taken**

- 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.

## **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.**