

News Release

13 November 2015

HSBC SINGAPORE SCORES BIG IN EXCELLENT SERVICE AWARDS (EXSA) 2015 FOR BANKING SECTOR

HSBC Singapore today took home some of the top accolades for the banking sector at this year's Excellent Service Awards (EXSA), organised by SPRING Singapore and administered by the Association of Banks in Singapore (ABS).

First launched in 1994, EXSA is a national award held to recognise individuals who have made the effort to go the extra mile to deliver quality service to their customers. It ultimately seeks to inspire service staff to scale new heights, develop service models for staff to emulate as well as to create service champions.

At the awards ceremony held at Raffles City Convention Centre, HSBC Singapore saw its team winning 228 awards across the Silver, Gold and Star categories of EXSA this year. There was a good spread of representation from across the bank's service teams, including those from Retail Banking and Wealth Management (RBWM), Insurance, Global Private Banking, Commercial Banking, and Payments and Cash Management (PCM).

HSBC's Ms Kelly Lim, Regional Customer Service Manager for PCM, was also named joint First Runner-Up for the prestigious ABS Service Excellence Champion award.

Mr Matthew Colebrook, Head of RBWM for HSBC in Singapore, said: "At HSBC, we're firm believers that a brand is a lot more than just a company logo or slogan – it's actually the corporate's promise to its customers, telling them what they can expect from its products and services. And such a brand promise should be evident in the regular interactions the company's employees have with customers."

"It is thus important for our client-facing staff to connect with our customers on a more personal level and to ensure that each encounter they have with HSBC leaves them with a positive, and hopefully, memorable experience. There are always opportunities to turn an unsatisfied customer into a happy and loyal one."

Mr Guy Harvey-Samuel, Group General Manager and CEO of HSBC in Singapore, congratulated all EXSA winners from HSBC.

He said: "In the banking sector, the client experience is always a very competitive environment and those at the front-line determine the bank's success to a large extent. HSBC strives to provide our clients with the exceptional service that they deserve. The recognition of our staff at this year's awards demonstrates our passion for supporting the hopes and ambitions of every one of our customers, as we connect them to opportunities for growth in the market."

In 2014, HSBC won 253 awards at EXSA and also took the second runner-up prize for the ABS Service Excellence Champion award.

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HSBC in Singapore

HSBC Group's history in Singapore dates back to 1877 when its founding member, The Hongkong and Shanghai Banking Corporation Limited, opened its first branch on the island. A qualifying full bank, HSBC in Singapore offers a comprehensive range of banking and financial services including retail banking and wealth management; commercial, investment and private banking; insurance; forfaiting and trustee services; securities and capital markets services. One of the earliest banks to establish in Singapore, HSBC today is a prominent player in Singapore's financial services sector serving the banking needs of multi-national corporations, home-grown businesses, private banking clients, institutional and retail customers. Today, HSBC's flagship office remains at the original Collyer Quay site where its first branch was set up. HSBC Singapore has a retail network of eleven branches (seven of which incorporate a dedicated HSBC Premier Centre) and many locations across the island providing self-service terminals.

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