

Borderless Banking in a Borderless World with Sandra De Zoysa

The video opens with the text 'Borderless banking in a borderless world' appearing on the screen with an animated butterfly flying across the screen with a music track cued in.

The text slide transitions to a fresh slide that has the text 'The HSBC Premier Experience' with an animated visual of a sandcastle.

Music track descends and plays in the background. Background animated particles appear on screen.

Sandra's name and designation appear on screen with animated particles moving in the background.

Sandra speaking on screen: "The experience is something that really matters to me because my day-to-day job is also about customer experience. And because of that I really value and appreciate the way the bank looks after their Premier customers, I'm sure everyone else as well."

Visual of Sandra changes to her working on her device. Cut to visuals of her working on the device from another angle. Cut to visuals of her looking outside a window.

Sandra speaking in the background eventually appearing on screen: "I have a relationship manager who does a wonderful job. Recently I had a need to open a bank account here in Sri Lanka for my daughter as well as one in Australia, in Melbourne and he helped me with all of that. So, it's really a wonderful relationship."

Music track ascends. An animated butterfly glides across the screen.

An animated visual of a lock and key appears on screen with the text 'The cross-border banking journey for home mortgage'.

Music track descends and plays in the background. Background animated particles appear on screen.

Sandra speaking on screen eventually speaking in the background and appearing back on screen: "Actually, my daughter also works in a bank and when she was looking to get a mortgage, she thought she would have the best rates being staff and all that. But I decided, you know, I wanted to go shopping and inquire about the rates from all of the banks."

Visuals change to photographs of Sandra with family and friends. Cut to Sandra appearing back on screen.

Cut to visuals of a zoomed-in angle of Sandra on screen. Cut to visuals of Sandra writing on a card. Cut to visuals of Sandra using her phone.

Sandra speaking on screen eventually speaking in the background: "What we found was that HSBC actually had the best offer and so, I had her enrolled at the other end in Melbourne. She's now a happy HSBC Premier account holder and my relationship manager here just took care of everything. They were in touch with the relationship managers there at the other end. So, it really went off well, the paperwork was done in no time at all and it was such a pleasant and wonderful experience."

Music track ascends.

An animated visual of a magnifying glass and butterfly appears on screen with the text 'Worldwide Premier status with borderless banking'.

Music track descends and plays in the background. Background animated particles appear on screen.

Cut to visuals of Sandra appearing on screen. Cut to visuals of photographs of Sandra with her daughter, family and friends. Cut to visuals of Sandra appearing back on the screen: Sandra speaking on screen eventually speaking in the background and appearing back on screen: "It is truly my first time; the experience of a borderless banking experience. The convenience of it, the power of it, I didn't really realise until, you know, I came across this situation in particular, to know that wherever the country you travel to, your bank is right there. And also, the fact that there is a relationship manager at that end who, you know, communicates with my relationship manager at this end. May it be the paperwork that needed to be done, or even, you know, to organise the mortgage, the money that I had to transfer for my daughter and all of that. So, the convenience of it all and the peace of mind is mostly what you get, and that is what matters the most when you are looking for a bank to support you, no matter which country you go to."

Music track ascends. An animated butterfly glides across the screen.

An animated visual of a nest with eggs appears on screen with the text 'Premier for you and your family'.

Music track descends and plays in the background. Background animated particles appear on screen.

Cut to visuals of Sandra appearing on the screen. Cut to visuals of Sandra using her phone near a window. Cut to visuals of Sandra pulling out a book from her bookshelf. Cut to visuals of Sandra writing a card. Cut to visuals of Sandra appearing back on the screen.

Sandra speaking on screen eventually speaking in the background and appearing back on screen: "I think HSBC's customer banking experience is one that I truly appreciate. No matter what it's been, they've always been there for me whatever the need I've had, and I've been able to correspond with my relationship manager regardless of weekends and... you know, off-banking hours to make sure that they can still do for me whatever it is that I require. I've been an advocate since, you know, this whole experience with borderless banking and getting the mortgage organised for my daughter. So much so that my friends back in Melbourne have also opened up accounts with the same banking branch and tell me that they have a great experience there as well with their relationship manager. So, it's peace of mind, convenience, they're not in your face, they're there for you just when you need them to meet your need. What more can you ask from a bank, right?"

Music track ascends.

On screen a text frame appears with text 'Let your and your family's ambitions take you anywhere in the world' with animated particles in the background. An animated butterfly glides across the screen.

Screen visual transitions to a text frame with 'For more information, log on to www.hsbcpremier.lk' appearing on screen.

Music descends and fades out.

HSBC Premier official music cues in. Screen visual transitions to the HSBC Premier animated logo formation, bringing the video to a close.