

Make more time for life with your bank in your pocket with Dusty Alahakoon

The video opens with the text 'Make more time for life with your bank in your pocket with Dusty Alahakoon' appearing on the screen with a sand clock visual on the screen, and a music track cued in.

The text slide transitions to a fresh slide that has the text 'How has life changed post-COVID' with an animated visual of a sapling in soil.

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

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

Dusty speaking on screen: Life has changed quite a bit, especially after COVID-19. For example, I used to go to the gym in the morning but now I workout from home. Also, we work a lot from home these days but connect using technology with others. All of this has given us a little bit of more free time and specially for me... I spend that time with my mother, which I like a lot. And also, I get more time with Netflix and Amazon Prime which is quite good for me. So, overall, I think, I like the new normal.

Music track ascends.

An animated visual of a laptop with birds flying around it appears on screen with the text 'How has the use of technology changed in the new normal?'

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

Dusty speaking on screen transitions to speaking in the background, and eventually comes back on the screen: We have been using technology before but certainly it has increased in the new normal. We use a lot of technology to connect with people. For example, Teams for meetings and specially, I use Zoom for lectures. But when you get to know the features, you can use them better. If you look at my personal daily transactions, whether it's buying things or whether it's paying bills or banking, I think it has shifted more to mobile which is a big change in the last couple of months.

Parallely, visuals of Dusty working on his tab and speaking on the phone appear on screen.

Music track ascends.

An animated visual of a mobile phone appears on screen with the text 'What are the benefits of having your bank in your pocket?'

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

Dusty speaking on screen transitions to speaking in the background, and eventually comes back on the screen: HSBC Mobile Banking App is very convenient and I use it a lot. I have a busy life—I work for Heineken and I also do some lecturing. So, I rarely get a chance to visit a branch or call someone. But the HSBC Mobile App is right here with me all the time, and I have access to all the services. And I feel that it's far more easier, and also secure with face recognition technology.

Parallely, visuals of Dusty working on his tab in a meeting room appear. Cut to visuals of Dusty flipping through a book. Cut to visuals of him back on the screen. Cut to visuals of him using the HSBC mobile app on his phone.

Music track ascends.

An animated visual of a red leaf appears on screen with the text 'How has your journey with HSBC been thus far?'

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

Dusty speaking on screen transitions to speaking in the background, and eventually comes back on the screen: My journey with HSBC has been very exciting and rewarding. I think they come with some very good solutions and they respond very fast. For me, time is very important. And less time with banking means I can use that time for my hobbies and things that I really enjoy. So, if you take HSBC Premier, I think it's super cool for my on the go life.

At HSBC Premier, relationship managers play a key role. I think, they bring the service to life and connect the customer and the bank in a seamless way. I think that's the secret sauce and that's what I like about HSBC.

Parallely, visuals of Dusty speaking on screen appear. Cut to visuals of him watching or reading something on his tab appear on screen. Cut to visuals of him flipping through a book. Cut to visuals of him talking on the screen.

Music track ascends.

On screen a text frame appears with text 'With your priorities in plain sight, always have more time for the important things in life' with animated particles in the background.

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.