

The soundtrack begins and a hexagon zooms out to reveal an image of a young woman smiling, while accessing something on her laptop in a relaxed pantry setting.

The text “Welcome to the world of convenience with secure message” appears on the left hand side of the main screen while an image of the laptop screen appears from the right hand side showing the home screen with a “Good morning” greeting, while displaying the “Current Account”, “Savings Account”, “Foreign Currency Account”, “Credit Card”, “Personal Loan” and “Time deposit” balances.

Underneath the words “Good morning” the link “You have 6 new messages” is seen. The cursor moves across and clicks on this link. The laptop screen changes to the “Secure message Inbox” screen showing 6 unread messages on the left hand side window and a preview of the first message on the right hand side box. The text on the main screen reads “Connect with us securely for a selected list of services.”

The cursor moves across to the box “Send us a message” and clicks same. With the click, the right hand side preview box changes to “New message”. The cursor moves across to the “What is your message about” and the dropdown box on the right of that stating “Please select” and clicks same. A dropdown menu opens up stating “Transfers-to local banks above LKR 5ml”, “Transfers-International transfers”, “Transfers-Within HSBC Accounts” and “Sending instructions-Amend or Cancel”. The text on the main screen reads “Select the appropriate request type.”

The cursor moves down to select “Transfers-within HSBC Accounts” on the drop down menu and clicks on same. A pop up box appears while the “What is your message about box shows “Transfers-Internal” as selected. Above the pop up box, the message “Please complete the template below. We require the information to complete your request.”.

Within the pop up box, which is also the area for you to input the message, is the text “Please provide the following details in order to fulfil your request.”. Below that line is stated, “Debit Account Number:”, “Debit Account Name:”, “Beneficiary account name:”, “Beneficiary account number:”, “Currency of the payment:”, “Payment amount:”, “Purpose of payment:” and “Payment Narration:”. Just below the box is the text, “Message limit: 2,753 characters”

A thick red band animates around the new secure message highlighting same. The template is then filled up with the required information.

The laptop screen scrolls up and the cursor clicks on the highlighted red box “Send” which is next to the unselected box “Cancel”

While this is happening on the laptop screen, on the left hand side of the main screen is the text, “Secure message is now enhanced with predefined templates” which wipes out and is replaced with “so that you don’t miss out on any important information that we would need to process your request.”

On clicking “Send”, the laptop screen changes to read “Confirmation” and a box appears below stating “Your message has been sent”.

The red box below indicates “Back to messages”

The HSBC logo appears at the end and the music fades out.