

My accounts, transactions, and statements

The video opens with the HSBC logo placed on a plain white background as the music track begins to play. The next slide shows a red rectangular box which then transitions onto a fresh slide showing the personal accounts' page of the user.

This page consists of 5 boxes. A box displaying the name "My accounts" containing different types of accounts along with their bank balances are displayed on the left side of the screen, whereas the day to day transactions of the current account are shown on the right side of the screen. Below them, the bottom left corner consists of a box showing HSBC card offers for hotels and right next to it is a box which allows customers to make online transfers from different accounts. Displayed on the bottom right corner is a currency converter. The top two sides scroll simultaneously.

The Announcer Voice-Over (AVO) begins by mentioning "With instant access to all the transactions, from all your accounts, keeping track of your money is now even simpler."

The "My accounts" box then pops out and scrolls back and forth to highlight the different types of accounts and the bank balances left. The AVO continues "The details of your spending, those where's and when's, they're all to hand."

It then pops back into place and the Day to Day expenses box pops out. This opens up 3 separate columns. The first column consists of money transfers, bill payments, future payments and bill payments history. The second column consists of account services, renaming of accounts and PIN replacement requests. The third column consists of documents and eStatements. The AVO continues – "From checking those bills you've already paid to staying on top of the ones you've yet to pay. And if you're after your most recent statement, just choose an account and everything's there"

The "View eStatements" tab on the third column gets clicked on and transitions through a red box to the "View/Download Statements" Box where you can choose an account and on this occasion the Credit Card account is chosen. Right below is an option which allows you to choose the year which allows previous

statements to be viewed. The year 2016 is chosen and the monthly statements appear below. The AVO mentions “Maybe you want to view a previous statement, one from a while back. No problem! Choose a year and every months’ right there for you”.

Right next to each of the monthly statements are a download button. A red box surrounds each download button in a quick motion. The page then scrolls back up to the Account and Dates option. This box then smoothly disappears into the background. The AVO states “If you want to download your statements, you can. Just select the download button. And remember, you can choose to receive online statements”.

This is then replaced by the initial slide consisting of the 5 boxes. These 5 boxes pop back and forth slowly before transitioning into the last slide. The AVO closes off with the following statement – “More enhancements, more often, with more to look forward to” as we fade to the last slide. On the last slide, we show the HSBC logo with the text “Introducing your new online banking service” and the call to action to visit the website “Visit www.hsbc.lk/onlinebanking to discover more” below it. Music fades.