

## Secure Messaging

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 'My banking' page of the user.

This Account dashboard consists of 5 tabs. The bottom half of the screen show Hotel offers, a "Quick move money" interface and a Currency calculator feature showing the Lankan Rupee against the US Dollar rate, respectively.

The AVO begins by mentioning "Whether you're asking for wealth advice, or simply just trying to find the right contact numbers."

The AVO continues explaining further as the video zooms into the static screen "Secure Messaging provides you with a safe place for all your communication needs.

The top ribbon of the webpage gets highlighted which contains the language, country, messaging option, account name and log off button. The messaging option is highlighted with a red blip as the AVO continues to explain "Once you've logged on to your account, accessing your messages is easy. Simply select the icon at the top of your screen."

The messaging icon mimics receiving new messages as it increases to 2 new inbox messages received within a red counter display. The AVO continues to explain over the animation "If you already have messages waiting for you in your inbox, you'll immediately see how many, thanks to the red counter display."

A drop down menu appears as the cursor moves over the messaging icon. The drop down menu shows inbox messages titled "RE: Premier Travel plans", "Payment sent: 15815908", "CONFIRMATION – INTERNATIONAL PAYMENT" and "E-Statement Ready". The AVO explains "To view your messages, hover over the icon and your messages will appear in one convenient list"

The AVO continues “To read a message, simply select the one you want to read.” As the AVO explains the “RE: Premier Travel plans” message is highlighted in a red rectangle and the screen transitions into the inbox with a red box animation.

The inbox screen appears with the inbox messages on the left and Reply, Trash, Print and Send a Message buttons above the opened e-mail, “RE: Premier Travel plans 131”. The AVO continues “In your messages, you’ll see that you can either reply to the current message you’re viewing, delete it, or send a new secure message.” the Reply, Trash, and Send a Message buttons get highlighted accordingly as the AVO explains.

The AVO explains “Alternatively, if you just want to read the next message in your inbox, you can do so by selecting it in the left hand column”. The inbox messages “RE: Premier Travel plans” and “Payment sent: 15815908” gets highlighted and animates forward as the AVO brings attention to them.

A quick red screen transition appears and the screen pans over to the main page with the “My Banking”, “Banking & borrowings”, “Offers and rewards”, and “Contact HSBC” buttons. The drop down for the Contact HSBC button appears and the AVO continues “You’ll find other helpful options within the ‘Contact HSBC’ area.”

A new screen gets panned over to with the “Contact HSBC” title and “Useful phone numbers” tab below it. The drop down menu next to “What is your enquiry about” gets selected and following options appear below it , General enquiries, Lost or stolen cards, Online banking, HSBC Premier, Current accounts, House loans, Savings, and Investments. The “Online banking” option gets selected as the AVO continues to speak over the animation “Selecting useful phone numbers will provide you with contact numbers like General, Lost or Stolen and Online enquiries.”

The screen pans down and zooms to the bottom section of the web page as the AVO continues “You’ll also find a range of useful links and answers within the ‘Frequently Asked Questions’ section, which will provide you with help to the information you need right away.” A red square and rectangle highlights the FAQ sections as she explains.

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 “All your communications in one safe, convenient place.” and the call to action to visit the website “Visit [www.hsbc.lk/onlinebanking](http://www.hsbc.lk/onlinebanking) to discover more” below it. Music fades.