

## **Frequently Asked Questions (FAQs)**

### **1. What do you mean by innovative phone banking?**

Our innovative phone banking service makes your experience more natural. Just call us and say what you need help with – our speech recognition technology will be able to understand you and direct you to the service you need.

### **2. What languages are supported in phone banking?**

We support Cantonese, English and Mandarin.

### **3. What are some of the key benefits of using phone banking?**

Our phone banking service uses voice recognition technology to identify your query and direct you to the right self-service or an agent who can help you. This means real-time service, shorter waiting times, and multiple languages supported for our customers.

### **4. Will I be prompted to say why I'm calling on each call?**

Yes, so that we can direct you to the right service point for your call and save you some waiting time.

If we didn't recognise your reason for calling, you'll be transferred to the touch-tone service menu so you can choose the service point to you want to go to instead.

### **5. Is this voice recognition service available on all hotlines?**

We're rolling it out on different hotlines in phases, so you may or may not experience it during this time.

### **6. How will I know if I've been connected to the voice recognition service or when I should speak?**

If your call has been connected to this service, you'll hear this message prompting you to state your reason for calling:

"In a few words, tell me the reason for your call now."

### **7. How long will HSBC retain recordings of my response stating my reason for calling?**

Your response stating your reason for calling will be stored for up to 6 months. It will only be used to help us improve our services.

### **8. As my response stating my reason for calling will be recorded, how will my personal data be protected?**

We won't tag your recording to your customer record. That means we won't be able to identify you based on your recording. All recordings will be stored in a secure database protected by a firewall, just as we do with sensitive customer data.

As a friendly reminder, please do not disclose personal details (e.g. your account number, phone banking PIN, etc.) when you state your reason for calling.

