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HSBC BANGLADESH CELEBRATES INTERNATIONAL CUSTOMER SERVICE WEEK 2021

Dhaka: The Hongkong and Shanghai Banking Corporation Limited Bangladesh recently celebrated the International Customer Service Week (ICSW) 2021. Focusing on the global theme ‘The Power of Service’, various initiatives were organised for customers and employees at HSBC branches and in the digital platforms.

While the bank recognised and celebrated the strong support, partnership and contribution of its customers and clients, it also encouraged all HSBC customers to provide their valuable feedbacks constantly through HSBC Bangladesh’s feedback logging channels. During this week, HSBC also organised a webinar on ‘The Power of Service’ where industry leaders and HSBC seniors shared their knowledge and experience with HSBC customers and colleagues. Mohammad Faizur Rahman, Managing Director & Chief Executive Officer, United Hospitals Limited and Khondoker Andalib Hasan, Operations Director, Foodpanda Bangladesh also spoke on the occasion. They mentioned how they have been coping with customer needs in this Covid-19 era and how digitalisation in customer service can bring the ultimate positive difference in customers’ lives.

On this occasion, **Md Mahbub ur Rahman**, Chief Executive Officer, HSBC Bangladesh added “Our customers are at the center of everything that we do. We take this as our utmost privilege to be of service to them. We strive to provide our best to open up the world of opportunities for our customers specially through our unrivaled international connectivity.”

Ahmed Saiful Islam, Head of Wealth & Personal Banking, HSBC Bangladesh said “Building a strong customer centric culture in HSBC is essential for us to be able to build the world class banking and personal banking products, services and experiences that our customers need. Making sure our customers receive the best experience from our services is truly what HSBC is all about.”

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Note to editors:**The Hongkong and Shanghai Banking Corporation Limited**

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group. HSBC serves customers worldwide from offices in 64 countries and territories in its geographical regions: Europe, Asia, North America, Latin America, and Middle East and North Africa. With assets of \$2,976bn at 30 June 2021, HSBC is one of the world’s largest banking and financial services organisations.

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