



24 October 2018

## HSBC Vietnam lands major honour at Global Service Quality Performance Awards

*\*\* Award is a historic first – the first ever issuing bank in Vietnam to receive a global award from Visa. \*\**

Ho Chi Minh City, Vietnam - One of the most prestigious prizes in global banking has been awarded to HSBC Vietnam. The bank received the top honour from the Visa Global Service Quality Performance Awards for having the '**Highest International Authorisation Approval Rate for Consumer Credit International**' during the 2017 performance period.

Visa determined HSBC Vietnam to be the leader in this category by tallying the total international approval count on top of the total international authorisation request count in the year 2017. This award was in recognition of the HSBC Vietnam card and the best point of sales experience it offered its clients, ensuring that client experience at the point of sale is efficient and seamless in different countries while minimising card fraud risk for clients.

"This is a historic first not just for HSBC Vietnam, but the whole country – no issuing bank from Vietnam has ever previously been honoured by Visa's global awards. To raise the bar for banking in Vietnam and fly the flag for this wonderful country, makes us all especially proud of this achievement," said Sabbir Ahmed – Head of Retail Banking and Wealth Management at HSBC Vietnam.

"We're also humbled to be the only representative from the entire HSBC Group to win one of Visa's prestigious awards this year. This award from Visa is a testament of our continuous efforts to provide the best in class service to our customers. I would like to thank all of my colleagues at HSBC Vietnam for their role in this truly exceptional performance."

The Visa Global Service Quality Performance Awards were established in 1992 to acknowledge exceptional card operations performance by Visa member banks and transaction processors around the world. On an annual basis, the program celebrates Visa's highest-performing clients for their superior performance, fulfilling the Visa brand promise, driving profitability and market differentiation.



For the 2017 performance period, Visa evaluated all of their clients globally and recognise the top performers in twelve categories. To qualify for one of these prestigious awards, clients must have met minimum VisaNet transaction processing thresholds and remained in good standing with Visa.

“The Visa Global Service Quality Performance Awards has been developed to not just to recognise top issuers, but to acknowledge banks that deliver a best-in-class customer experience while ensuring customers have peace of mind when making oversea transactions,” added Sabbir. “For HSBC Vietnam to come out top in a global category will give us renewed confidence to go the extra mile for our customers so that together we can thrive.”

HSBC Vietnam commits to provide leading benefits and flexibility through our credit and debit card propositions. In August 2018, HSBC Vietnam introduced the HSBC Visa Cash Back Credit card in which customers can receive up to 8% cash back on their spending. This card was designed and developed to suit the needs of Vietnamese customers based on both quantitative and qualitative research. To complement this we have almost tripled our long term merchant partnerships from just 60 in 2016 to more than 150 as of September 2018; offering exclusive benefits to customers across different spending areas. We continued to be recognised by Visa, receiving an award for leadership in credit card payment volume for the seventh consecutive year.

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**Note to editors**

**The HSBC Group**

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from around 3,800 offices in 66 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of US\$2,607bn at 30 June 2018, HSBC is one of the world’s largest banking and financial services organisations.

**HSBC Bank (Vietnam) Ltd.**

HSBC has been in Vietnam for more than 140 years – the bank first opened an office in Saigon (now Ho Chi Minh City) in 1870. HSBC was the first foreign bank to launch its locally incorporated entity on 1 January 2009 as HSBC Bank (Vietnam) Ltd. The bank’s current network includes two branches and five transaction offices in Ho Chi Minh City, one branch and four transaction offices in Hanoi, and two full-service branches in Binh Duong and Da Nang. HSBC is one of the largest foreign banks in the country in terms of investment capital, product range, and customer base.

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