

HSBC CREATES DIGITAL ACCOUNT TO INNOVATE IN SME SPACE

SEE OUR RETAIL BANKING EXPERTISE →

100+ CONTRACTS

THIRD PARTY AGREEMENTS SIGNED WITH INDIVIDUAL SUPPLIERS TO PRODUCE ONE APP

THREE AWARDS

BEST APP-BASED BUSINESS ACCOUNT, BEST CURRENT ACCOUNT AND BEST SMALL BUSINESS LOAN PROVIDER (MONEYNET PERSONAL FINANCE AWARDS 2023)

10 MINUTES

THE TIME IT NOW TAKES TO SIGN UP FOR A BANK ACCOUNT WITH NO NEED TO GO INTO BRANCH

- HSBC UK created HSBC Kinetic to help SMEs work smarter and be more agile. It wanted to build a mobile banking service that offered features and benefits using the power of Google Cloud, and with the security and stability offered by an established global bank.
- Our response? We reflected our expertise and their ways of working during the pitch phase by delivering advice against mobile app wireframes to demonstrate our approach to the project in a way they would recognise. We brought together a multidisciplinary team, with deep industry experience of fintech, banking and the retail sector which we embedded in the bank's project team to align and work with the project's agile delivery methods.
- The result, an award winning digital business bank account successfully delivered by a complex array of stakeholders working seamlessly together. The technical solution and legal structure both allow development and evolution of the app as customers' needs change.

