

21 December 2018

## **HSBC ATM talks to customers this Christmas**

Customers of HSBC approaching the Balzan ATM for a simple withdrawal were given a nice surprise when the machine came to life and started 'talking' to them about their Christmas preparations.

The heart-warming experience, which has become a tradition at HSBC Malta, was completed in the ATM lobby, which was decorated for Christmas, complete with presents, Christmas songs, and the fun conversations with the ATM.

The priceless expression of amazed customers was captured on a video now posted on HSBC Malta's popular community pages [facebook.com/HSBCMalta](https://www.facebook.com/HSBCMalta) and [HSBC Malta YouTube](https://www.youtube.com/channel/UC...) channel.

The video opens with the lobby being transformed into a Christmas haven at the HSBC Balzan branch and a voice artist greeting customers when they access the ATM. Scenes then switch between the front and back of the ATM giving viewers a glimpse into the excitement on both sides of the 'talking' ATM.

This is the third year that HSBC has created a Christmas video surprising customers. In previous editions, customers at The Point Shopping Mall have had their shopping paid for by none other than Santa Claus himself ([YouTube](#)), while in another video HSBC Malta officials surprised new homeowners by waiving their December mortgage instalment, after entering their new property on the pretext of signing documents ([YouTube](#)).

These Christmas films bring together HSBC's hallmark elements of innovative banking, giving back to the community, and social media. HSBC Malta uses these initiatives to wish all its customers a Merry Christmas and a Happy New Year.



**Screengrabs showing customers thanking HSBC and registering their surprise and joy**