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Opening a bank account just became easier at HSBC Malta

When you speak to family and friends about opening a bank account, they often talk about lots of paperwork, cumbersome forms, long waiting times and lists of questions. It is hard to imagine it could ever be possible to open an account, receive a personalised debit card and access your internet banking following a short welcome meeting and signing just once! But in fact this is now what opening an account is like at HSBC Malta as the bank has just launched a brand new experience designed to change how personal bank accounts are opened in Malta and Gozo.

The experience starts online, meaning prospective customers can apply at whatever time of day or night suits them. A simple online application enables images of documents to be sent directly to the bank without having to queue up in a branch. The bank then does all the work behind the scenes to meet compliance standards, before applicants are invited for a short welcome meeting in a branch. And just like that, they leave as an HSBC customer with a fully functional new card, account number and access to internet banking.

For customers opening a Premier account, this also comes with free travel cover and the whole world of rewards of the HSBC Premier World Mastercard. HSBC Advance account holders receive free travel insurance and all the rewards that come with the HSBC Advance Visa Platinum card. Customers eligible for a regular account enjoy free internet banking and mobile banking.

HSBC Malta Head of Retail Banking and Wealth Management, Daniel Robinson, said: "Our customers told us opening a bank account was too difficult. We listened to their feedback and I am excited that we have launched a brand-new experience which I believe will change the way people feel about opening bank accounts in Malta and Gozo. I want to welcome new customers to HSBC and I believe the changes we have made will make this simpler, better and faster for them."

A short video message explaining the new service can be viewed [here](#).

More information can be found on [hsbc.com.mt](https://www.hsbc.com.mt) or 2380 2380.



Simpler, better and faster for new customers to open HSBC bank account