

HSBC Malta supports Visually Impaired customers with ATM technology

HSBC has announced that it will be speeding up the roll out of ATMs equipped with voice technology, thus making automated banking more accessible to visually impaired persons.

These new generation ATMs enable customers, who are visually impaired, to use the ATM via step by step recorded voice instructions using a standard earphone plugged in to the ATM. During this process the ATM automatically blanks-out the screen in order to ensure customer security and privacy. The Talking ATM features include cash withdrawals, real-time cash deposits, balance enquiries, PIN change and the option to change the language.

This announcement was made during an HSBC organised event to which members of the Gozo Aid for the visually impaired, Torball Society of the Blind, Ghaqda Maltija Persuni Neqsin mid-Dawl and Kummissjoni Nazzjonali Persuni B'Diżabilita' (KNPD) were invited. Participants who attended this session had the opportunity to familiarise themselves with the Talking ATM and the various features the machines offers.

Michael Scerri, a visually impaired customer of HSBC since the Mid-Med Bank days said "Before this upgrade, using an ATM was a struggle every time but now, with this new technology, I feel in control and completely aware of what was happening when I was using the ATM.

Addressing the participants, HSBC Bank Malta CEO Mr Andrew Beane said that "HSBC Bank Malta is committed to keep on investing in our machines to make them easier to operate for every one of our customers and in this regard we have decided to speed up the roll out of voice technology on our ATMs"



Visually impaired HSBC customer Joseph Stafrace, accompanied by his guide dog, trying his hand on the bank's Talking ATM as Gordon Gilford and Andrew Beane look on

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