

16 June 2020

## **HSBC Malaysia Scores Big with Sports Direct**

**HSBC Malaysia wins its first Omni Channel partnership with Sports Direct delivering a simple “one-stop” collections solution**

HSBC Malaysia recently scored another landmark transaction for its first live Omni Channel pilot transaction with Sports Direct MST Sdn Bhd (Sports Direct). Omni Channel combines the world-class solution of HSBC’s partner GHL System Berhad, one of the top ASEAN payment service providers and HSBC’s innovative product development to deliver a “one-stop” collections solution to increase efficiencies for businesses.

“HSBC is the first international bank to offer this “one-stop” collections solution across Asia. We have consistently adopted digital solutions and we are a market leader in digital innovation. With the launch of Omni Channel, we are now able to offer clients a seamless process to enable businesses to gain operational and financial efficiencies by providing a service designed to simplify and streamline the way businesses collect payments,” said Andrew Sill, Country Head of Commercial Banking, HSBC Malaysia.

“We recognise the need to support our clients with cutting edge digital solutions and we have been consistently investing in our award winning cash management business. The Omni Channel launch is a decisive step towards that objective,” he added.

“Omni Channel is a one-stop solution that allows HSBC clients to provide multiple payment options to their customers, and gives them a comprehensive view of their payment collections across different channels including bank transfers, credit and debit card payments and e-wallet transactions via TnG, Boost, GrabPay, AliPay and QR scan and pay. Supporting both in-store and online purchases, payments are consolidated into one centralised account. This reduces paperwork and boosts working capital for clients, enhancing their own customers’ experience and improving our risk-weighted returns – an all-round win,” shared Andrew.

“The solution that HSBC offered to Sports Direct is a comprehensive one, which enables our business to adopt a single interface point for payment acceptance. This covers both traditional and digital payments (cards, e-wallets) through a single window thereby reducing the number of touch points in this ecosystem,” commented Paul Gibbons, Managing Director of Sports Direct. “This places us well, in terms of gaining efficiencies, time to market and providing customer satisfaction.”

This successful transaction is a key breakthrough for Sports Direct, which forms part of its plan to deliver an unrivalled customer experience at every step of the journey from the quality of products up to the elevation of their new generation of retail stores.

### **HSBC Bank Malaysia Berhad**

*(Company No. 127776-V)*

Registered Office and Head Office: 2 Leboh Ampang, 50100 Kuala Lumpur, Malaysia. Web: [www.hsbc.com.my](http://www.hsbc.com.my)

The Implementation of HSBC's Omni Channel with GHL Group will considerably speed confirmation from banks and e-wallet providers. In addition, Omni Channel (with Application Programming Interface (API) integration) helps simplify the reconciliation process by reducing human error and time consumed to generate reports.

Reports can be delivered via multiple channels to Sports Direct such as email, HSBCnet and HSBC Connect/ FileAct. This allows processing of larger volumes of incoming payments from various sources with enhanced accuracy and precision. With Omni Channel, Sports Direct is able to provide wider payment options to their customers, increasing customer's in-store experience.

"We have always been proud to be associated with Sports Direct and this latest partnership is vital as we journey with them through their ambitious expansion plan across Southeast Asia. At HSBC, we continue to invest in our award winning cash management business in order to unlock value for our clients, their customers and their suppliers. Our approach to cash management is focused on digitising eco systems to provide a holistic approach to customer solutions. We believe that we can support our clients by supporting their customers and Omni Channel is a testament to that. I am really excited about Omni Channel and a host of other solutions we will be launching in the coming months. Innovation lies at the heart of cash management at HSBC and we are really proud of what our Global Liquidity and Cash Management business has delivered for us in 2020," concluded Andrew.

*ends/more*

**Media enquiries to HSBC Bank Malaysia:**

Marlene Kaur	+603 2075 3351	<a href="mailto:marlenekaur@hsbc.com.my">marlenekaur@hsbc.com.my</a>
Joanne Wong	+603 2075 6169	<a href="mailto:joanne.p.m.wong@hsbc.com.my">joanne.p.m.wong@hsbc.com.my</a>
Lili Lajman	+603 2182 5161	<a href="mailto:liliyati.lajman@hsbc.com.my">liliyati.lajman@hsbc.com.my</a>

**Note to editors:**

**HSBC Bank Malaysia Berhad**

HSBC's presence in Malaysia dates back to 1884 when the Hongkong and Shanghai Banking Corporation Limited established its first office in the country on the island of Penang, with the permission to issue currency notes. HSBC Bank Malaysia Berhad was locally incorporated in 1984 and is a wholly-owned subsidiary of The Hongkong and Shanghai Banking Corporation Limited, founding member of the HSBC Group. In 2007, HSBC Bank Malaysia was the first foreign bank to be awarded an Islamic banking subsidiary licence in Malaysia, namely HSBC Amanah Malaysia Berhad. Today, HSBC Bank Malaysia has a network of 67 branches nationwide, of which 26 are HSBC Amanah Malaysia Berhad branches. HSBC Bank Malaysia offers a comprehensive range of banking and financial services including Islamic financial solutions. HSBC Bank Malaysia has also led innovation in Malaysia by introducing Malaysia's first ATM and Electronic Touch Banking in the early 1980s. Today, HSBC Bank Malaysia has launched innovative solutions such as HSBCnet for secure banking for businesses, Trade Transaction Tracker and Facial Recognition on supported mobile phones.

**The Hongkong and Shanghai Banking Corporation Limited**

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group. HSBC serves customers worldwide from offices in 64 countries and territories in our geographical regions: Europe, Asia, North America, Latin America, and Middle East and North Africa. With assets of US\$2,715bn at 31 December 2019, HSBC is one of the world's largest banking and financial services organisations.

*ends/all*