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HSBC rated one of the best finance firms in Channel Islands

HSBC has been rated one of the best finance brands in the Channel Islands in the first ever Brand Reputation Index from Island Global Research (IGR). Out of finance firms covered in the reports, the Bank came first out of 17 in Jersey and sixth out of 18 in Guernsey.

HSBC Channel Islands received the highest overall brand index score for Jersey amongst the finance firms included and was ranked top in this sector for the metrics of quality, community, environment and a brand people would feel proud to work for.

Inspired by UK and international brand equity trackers, IGR's new Index is designed for brands promoting themselves in Jersey and Guernsey. Metrics tracked in the Brand Reputation Index include: whether the brand could be recommended to a friend; if it makes you feel positive; whether it's good quality, if you would feel proud to work for the brand; it helps the community positively; the brand cares about the environment; and if it is seen as trustworthy.

There were over 1000 respondents to the survey in each island, of a variety of ages, and a total of 75 firms from varying sectors were included in the Index. The online survey will be undertaken twice a year amongst island residents in Jersey and Guernsey, with respondents recruited in various ways, including from the 5,000+ members of IGR's research panel and via social media.

Commenting on the positive results for the Bank in both islands, Sue Fox, CEO HSBC Channel Islands and Isle of Man, said:

"I'm so pleased that our customers and the wider Jersey and Guernsey communities clearly see HSBC as a positive and trustworthy Channel Islands brand. We work hard to provide a banking experience that is simple, secure and would be recommended to friends and family. In addition to this, we do place an important focus on giving back to the local community through a variety of partnerships and I'm thrilled this is being

recognised. IGR's Brand Reputation Index is a great way that firms can see how they're really resonating with the public and I hope to maintain such positive results."

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Notes to editors:

HSBC Bank Plc

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