

## Changemakers: Digital Accessibility

**Speakers:** Narrator, Malintha Fernando, Adi Latif

**Narrator:** A man walks towards the modern HSBC office building.

**Malintha:** When I founded the bank's digital accessibility programme about eight years ago, if you were disabled many of the simplest things that you would expect to do through a bank online were not possible.

I'm a technologist and my ambition is to make HSBC the world's most digitally accessible bank.

**Narrator:** Changemakers, Digital Accessibility. Malintha Fernando, Head of Digital Experience and Accessibility.

**Malintha:** The first thing we needed to do was drive awareness of what digital accessibility was and change the culture of HSBC.

**Narrator:** He greets a man with a white cane.

**Malintha:** One of the simple things that we started doing was bringing disabled customers into the bank so they can interact with our people who create digital products and services.

**Narrator:** People with disabilities chat with HSBC teams in a room.

**Malintha:** So, they're able to take that knowledge and go back and change how it is they do their jobs and how it is their departments or their teams cater for the needs of disabled users.

**Narrator:** Adi Latif, Accessibility Consultant, is guided down a corridor.

**Adi:** When you have a disability, you're not given extra hours in the day to live but, unfortunately, we end up spending 30 or 40% longer trying to do a task because an app or a website is not accessible.

**Narrator:** Adi demonstrating a website that is not accessible.

**Adi:** As I move my screen reader to the button it's not announced as a menu button.

**JAWS screen reader:** link number link carrot dash down.

**Adi:** So that just said "link carrot dash down", so it doesn't mean anything to me.

**Narrator:** Adi and Malintha sitting together.

**Malintha:** Not being digitally accessible means we're leaving out a fifth of society.

**Narrator:** Staff walk towards the HSBC University lecture hall.

**Malintha:** This year alone, we've had 15,000 people attending over 50 digital accessibility awareness events.

**Narrator:** Tech demonstrations taking place.

**Malintha:** We've trained over 2,500 people in job-specific training courses.

**Narrator:** Staff listen to a course in a lecture hall.

**Malintha:** We have a course for every type of digital professional, whether you're a developer, a designer, a tester, a product manager.

Accessibility has grown beyond governance, it is part of the DNA of how it is we design and launch products.

**Narrator:** A woman is guided through the hall.

**Malintha:** The most recent launch of our new online banking and mobile app saw over 50 disabled and neurodiverse customers come in and test our products.

**Narrator:** People testing accessible VR headsets and smart phones.

**Malintha:** We're using innovation to help deliver accessibility faster. The Hong Kong Easy Invest stocks and shares app...

**Narrator:** Smartphone with a stocks portfolio on screen.

**Malintha:** ...If you are blind, you can simply run your finger over a dynamic graph and it will tell you, through pitch, either high or low, how a stock is doing.

**Narrator:** Trams run through the city of Hong Kong.

**Malintha:** In Asia, Latin America, and the Middle East we are market leaders in digital accessibility, but what we're really striving for over the next 18 to 24 months is going from good accessibility to a great experience. We're replicating the success of our customer-facing programme to change all our internal systems.

**Narrator:** HSBC colleagues using computers.

**Malintha:** We are launching an entirely new accessible staff website, and it's been tested by our disabled staff. I want HSBC to be the bank of choice for disabled customers...

**JAWS screen reader:** Link activating on your card.

**Malintha:** ... and to be the employer of choice for disabled employees.

**Narrator:** Malintha stands in a lobby and smiles.

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