

**The new “CityU HK Banking Services Centre”  
Provides an Autonomous Digital Banking Service Experience  
for the University Community**

Bank of China (Hong Kong) Limited (“BOCHK”) is making banking easier and more convenient for students and faculty of the City University of Hong Kong (“CityU”) with a modern approach to banking. The new “CityU HK Banking Services Centre” (“The Centre”) – which opened in the 2022 academic year – provides the university community with a brand new autonomous digital banking service experience.

As part of the radical new approach, The Centre invited CityU graduates to contribute to the new branch design thus bringing a dynamic, contemporary look to the new Centre with a fresh open layout, a comfortable customer waiting area and a simple and stylish eZone banking service area to encourage customer interaction.

The Centre has also swept aside traditional banking operating hours with “BOCHK iService” by introducing a 24/7 round-the-clock video banking service together with the digital banking services. This allows students and faculty to enjoy a full range of banking services at any time, from anywhere and integrates banking seamlessly into their daily lives as well as facilitating an autonomous and flexible wealth management experience.

The new “CityU HK Banking Services Centre” offers a wide range of diversified banking services that include:

- **“Smart Banker” tablets:** Our Customer Service Managers will help customers to conduct general banking services via the “Smart Banker” tablets which provide a flexible, efficient and more caring customer service experience.
- **eZone banking service area:** The eZone offers a platform for customers to enjoy both online and mobile banking services inside the Centre. To encourage customer interaction, our bank staff will provide support and show customers how to manage the digital and self-service banking services.

- **24/7 video banking service:** “BOCHK iService” and automated banking machines offer real-time banking transactions and product applications, integrating digital banking solutions into the campus ecosystem.
- **"iAM Smart" Identify Authentication:** Customers can bind their phones or personal mobile devices to the Government "iAM Smart" mobile application with its built-in biometric authentication for identity verification. Customers can also use the aforementioned mobile application at all BOCHK branches, giving them a digital alternative mean of identity verification instead of providing physical Identity documents.
- **Electronic poster (e-Poster):** This provides diversified banking and product information digitally to help reduce paper usage and carbon emissions.

To celebrate the opening of the new Centre, a poster design contest “2022 HK Tech Tigers Art Collection in BOCHK Banking Services Centre” was co-organised by BOCHK and CityU between May and July 2022.

CityU students were invited to design a poster on digital banking services, Environmental, Social and Governance (ESG) and the values of BOCHK and CityU in the contest. The Champion, 1<sup>st</sup> and 2<sup>nd</sup> runners-up and ten meritorious prizes were awarded at the presentation ceremony on 28 Oct 2022 at the Centre.

The art works of the top three awardees will be exhibited at the “CityU HK Banking Services Centre”, promoting ESG and positive values of BOCHK and CityU.

### Introduction to the "CityU HK Banking Services Centre":

"CityU HK Banking Services Centre" is located in the Yeung Kin Man Academic Building in the main Kowloon Tong campus of CityU, adjacent to the university library and bookstore. The new digital branch strives to provide the university community with a convenient and autonomous digital banking service experience at any time and from any location. In addition, the new digital branch will provide different promotional offers to encourage customers to enjoy digital banking services. For details, please contact branch staff.

### Photo caption

Photo 1: "2022 HK Tech Tigers Art Collection in BOCHK Banking Services Centre" Poster Design Contest Award Presentation Ceremony



Photo 2: Winners and Meritorious Award recipients with Gary Hung, Deputy General Manager of Personal Banking and Wealth Management Department (back row, third from left) and Peter Ng, Ecosystem Project Director of Education Ecosystem, Institutional Business Department (back row, third from right) of BOCHK

