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## Symphony is securely connecting clients to their private banks in Asia via WhatsApp and WeChat

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HSBC Global Private Banking has engaged [Symphony](#) - the leading markets' infrastructure and technology platform- to develop and deploy [HSBC GPB Chat](#), a client engagement platform that enables the private bank's clients to interact with their relationship management team via one-to-one chat, group chat, document sharing and video/audio conferencing on WhatsApp or WeChat, in a secure and compliant way.

Symphony was the technology vendor selected due to its ability to deliver secure, compliant collaboration technology at scale; its expertise in audio-video conferencing; and its open architecture. This architecture has powered an integration that seeks to enrich the client experience.

Digitalization - as well as competition from non-traditional players - is raising the expectations of banking clients, who now benchmark their online experiences against the convenience of digital apps in their daily lives. This has created a demand for increased personalisation and a need to engage with banking clients on their preferred chat platform.

Symphony CEO Brad Levy said: "We are proud that our WhatsApp and WeChat integrations are allowing institutions like HSBC to connect with their clients through their preferred channel of communication and in a secure and compliant way."

Symphony's CONNECT solutions - with integrations for WhatsApp and WeChat - reduces the digital distance between a financial firm and its clients, and offers compliant connectivity regardless of the client's choice of platform.

### About Symphony

Symphony is the most secure and compliant markets' infrastructure and technology platform, where solutions are built or integrated to standardize, automate and innovate financial services workflows. It is a vibrant community of over half a million financial professionals with a trusted directory and serves over 1000 institutions. Symphony is powering over 2,000 community built applications and bots. For more information, visit [www.symphony.com](http://www.symphony.com).

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<https://symphony.com/>

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