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## **HSBC rolls out HSBC Transact Alert a real-time QR Management and Payment Notification Platform**

*Helping corporates scale faster in this digital age*

HSBC Thailand announces the launch of HSBC Transact Alert enabling businesses to receive real time notification of incoming funds into their bank account. The use of QR codes by corporates to simplify the shopping experience for their customers is increasingly common. However, building, implementing and managing QR Code technology is complex and expensive.

Partnering with a local fintech, HSBC Transact Alert offers corporates in Thailand a mobile based on-the-go QR generation, management and payment notification platform. Integrated with HSBC's Omni Collect solution it facilitates real-time collections and notifications for incoming funds at points of sale.

This solution has already been successfully used by several major multinational corporates in the market, including Carbits Asia (Burton Auto Parts) – a car spare part and accessories retailer and Karcher Retail Ltd – a manufacturer and seller of home cleaning appliances, equipment and parts to name a few.

Real Time notifications of incoming funds through HSBC Transact Alert enables corporates to reduce risk of cash collection and yet offer unique buying experiences to their consumers that helps them grow sales. Furthermore, this solution also enables clients to truly leverage PromptPay network to enjoy cost savings as well as operational efficiencies through a faster reconciliation and funds allocation.

HSBC is one of the first international banks to offer this API based self-service mobile application making it faster, cheaper and easier for corporates in Thailand to rapidly move towards real-time digital and cashless payment channels for their end consumers.

**Jonathan Teh, Head of Global Liquidity and Cash Management, HSBC Thailand** said, “We are excited to bring to the market a digital collection solution that significantly reduces time to market. QR Management Platform provides a flexible way for our clients to implement real-time collections across multiple channels in a matter of days.”

With the integration of the HSBC Transact Alert into their sales process, clients will be able to generate QR payment codes for their end customers to make payments at the point of sales. Once the QR PromptPay payment is made, an automatic notification will be sent to the clients' back office eliminating the need for a salesperson or the end customer to have to submit evidence of payments made.

**Saran Suesatsakulchai, General Manager and Country Director, Karcher Retail Ltd,** “Applying HSBC Transaction Alert to our collection process helps us to efficiently handle our sales proceeds from both our online and offline channels and creates a superior experience for our customers.”

By marrying HSBC's real-time PromptPay collection offering with HSBC Transact Alert, corporates are provided with a seamless point of sales collection solution.

**Steve McArthur, General Manager, Carbits Asia (Burson Auto Parts)** said, “We were looking for a cost effective and easy to set up solution that provides both of our front and back offices access to a real-time data without the need for manual intervention. HSBC Transact Alert is simple, can be accessed through a mobile app while also providing an automated reconciliation process for finance back office.”

