
SIGNING BANKS CASE STUDY

Talking about hearing loss at work - RNID

On the 14th of October 2024, **HSBC UK** began a two-year partnership with RNID, drawing on their specialist knowledge and expertise to raise colleagues' awareness and drive positive cultural change within the organisation. Recognising that awareness of hearing loss within HSBC was low, this initiative presents a significant opportunity to make improvements and to be the leading financial services organisation in this space.

Together, we have been actively raising awareness of hearing loss and exploring how to best support our colleagues, as well as the communities and customers they serve. Hearing loss is often overlooked in the workplace, making it more difficult for individuals to access the support they need. In partnership with the RNID, we have created a programme of activity across the whole of HSBC to bring awareness and drive meaningful change, addressing three key priority areas: Knowledge & Training, Organisational Awareness, and Improving our Infrastructure.

Understanding Hearing Loss E-learning

This is a bespoke online module that replicates the HSBC office and branch environments. Developed to raise employee deaf awareness levels and equip managers with guidance on how best to support colleagues with hearing loss, it also incorporates the RNID hearing check. Launched at the start of the partnership, the e-learning has been made available to all HSBC UK colleagues, with over 4,100 completions to date. Notably, it has been shortlisted for two Learning Technologies Awards.

RNID Hearing Check

In addition to offering the hearing check through the e-learning, awareness events were held at three HSBC offices where colleagues could complete the hearing check, with in person support from the RNID, opening up conversations on hearing loss, deafness and tinnitus. To date over 1,200 colleagues have seen results suggesting they have some form of hearing loss.

Hear Together

The 'Hear Together' group, part of HSBC's Ability UK Physical Health Employee Resource Group (ERG), was established to bring together employees who are Deaf, have hearing loss or tinnitus, as well as hearing employees with affected family or friends, and hearing colleagues who are passionate about the subject. There are currently 75 members and growing monthly.

This group plays a crucial role in designing and testing various initiatives prior to full rollout across the bank.

Volunteering

We are the first bank to utilise Banking Hubs for societal purpose, providing employees the opportunity to take part in volunteering using the RNID hearing check to 'check the nation's hearing'.

This was piloted across 10 Banking Hubs.

Colleague Journey

As part of improving colleague support, we are working with RNID consultants to review key colleague journeys such as reasonable adjustments and new colleague onboarding.

BSL for Beginners

In April 2026, we went live with 'BSL for Beginners' which will be available to all HSBC UK employees via HSBC University.

Learning British Sign Language has been the most requested activity since the launch of the partnership.





“RNID is proud to be in partnership with HSBC, working together to make life inclusive for employees who may be deaf, have hearing loss or tinnitus. Already, the work we’re doing has impacted 4000 of the HSBC UK workforce and I am looking forward to rolling out more work that will support even more colleagues.

HSBC is showing real commitment to its staff and is blazing a trail for financial services and employees across all sectors, a game changer when it comes to the support banks can offer their colleagues, customers and communities”

Sinead Donoghue
Director of Fundraising, RNID

RNID | Supporting people who are deaf, have hearing loss or tinnitus

“Since the start of our collaboration with RNID in October 2024, several HSBC colleagues have shared their stories with us about hearing loss and how best we can support them, and in turn make the HSBC work environment more inclusive. RNID is providing expertise in this area and enabling us to take steps towards being a truly inclusive business and opening a world of opportunity for our colleagues, our customers and the wider communities we serve.”

Alistair Griffin, HSBC UK



Colleague Impact Stories

1. “Just weeks before the RNID relationship started I found out that my son has hearing loss. I watched the videos in the E-Learning and honestly cried. I felt for the first time I understood the importance of hearing, and I suddenly felt like I understood why my son was struggling at school. From that point, I have pushed and screamed from the roof tops for my son, and I have managed to get an appointment with BUPA as well as a hearing inclusion team to go to his school who have provided guidance to the teachers, myself, and his friends. I can’t thank HSBC enough for this partnership and I am eager to pass on my learns to other parents in this situation”.



2. “Someone in my team shared the RNID Hearing test and I was surprised when the results said I may have hearing loss, but ignored the results believing the test must not be reliable. Over the next month I realised that I was needing to turn the TV up, asking people to repeat themselves and was struggling to hear if someone was talking to me across the desk. I booked a free hearing test at Specsavers, and they confirmed I had mild to moderate hearing loss in my right ear and gave me a letter so my GP could refer me to the hospital. They recommended a hearing aid which I had fitted 2 weeks later. All in all, it took about 6 weeks from the GP referring me to getting the hearing aid fitted which I think is amazing. I’m happy to share my story so that other people don’t struggle like I did”.



3. “I did the E-Learning and the hearing test, and it told me that I had signs of hearing loss, so I arranged a GP appointment through My Bupa / E-Med and got a referral to see a BUPA audiologist in my area a few days later. The audiologist performed various tests and found that I had limited movement in my ear drums, and subsequently referred me to an Ear, Nose and Throat (ENT) consultant for further investigation – I have subsequently been diagnosed with Eustachian Tube Dysfunction, and I am now on the journey to getting treatment. This whole process from doing the E-learning to seeing the consultant took less than 2 weeks. We have such amazing benefits available to us as HSBC staff”.

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