

# Realigning for Rejuvenation: HNB Redefines Brand Identity

Posted on



Jonathan Alles, MD/CEO, HNB.

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Crossing another significant milestone in its decade-long transformational journey, HNB has launched its new brand identity representing a new paradigm in tech-empowered, people-centric banking. HNB's new brand identity is designed to showcase a novel, updated approach to banking that delivers convenient, seamless solutions to delight customers and reliably fulfill every banking need.

"We are thrilled to unveil our vibrant new brand identity and updated look and feel to our banking services. The changes you see being rolled out across our branch network and our digital and social presence represent the culmination of a decade of hard work and dedication from our teams to embrace change to deliver the next evolution of banking in Sri Lanka. At a time when Sri Lanka's economy stands at a crucial juncture, our choice is to move ahead with this next phase in our transformational journey. It aims to inspire our team and celebrate their incredible progress over the past decade, our customers, and our nation. With the launch of this updated brand identity and all of the transformation we have undergone to get to this point, we hope our message is clear. Despite it all, HNB is bullish on Sri Lanka's future, and we are committed to continue serving as a true partner in progress to all Sri Lankans," said

HNB's transformation agenda focuses on key pillars of business growth, customer experience, productivity, people development, and tech enablement within a business sustainability framework.

Accordingly, the Bank underwent a strategic reform to its governance, compliance, and risk management structures and took bold strides in centralization as early as 2003 to obtain the ISO 9001 certification in 2004. Thereafter, HNB rapidly centralized core banking operations, establishing centralized hubs for retail credit, collections, recoveries, credit operations, credit administration, and secure repositories. In 2013, HNB set up a Process Improvement and Change Management Department, responsible for re-engineering age-old processes handed down through generations. The centralized hubs were then fitted with the skills necessary to free up the branch network and engage in quality customer interactions. Most importantly, the launch of Project Everest commenced in 2018 to drive the digital transformation of banking by designing products and services while enhancing capacity within its teams and updating its culture to be future-ready. COVID disruptions further accelerated the bank's digital transformation, providing

expanded access to contactless banking solutions, payments, and settlements. HNB also expedited the development of its mobile wallet, HNB SOLO, while carving out digital layers to create safe and secure work-from-home systems to provide essential banking services.

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"For the better part of a decade, HNB has been on an ambitious journey to redefine ourselves and, in the process, establish a new paradigm for banking excellence, not just in Sri Lanka, but across the Asian region as well. From being a bank known only for its legacy, we wanted to make the complex changes needed to be a bank that was focused and ready for the future. Our new brand identity is a symbol of this future. All Sri Lankans, from retail customers to entrepreneurs and SMEs, and large corporates, can access our services anywhere, at any time, and be assured of a vibrant, energetic, and effective service," Alles added.