

# Bank of the West's Compare Credit Cards re-launch catches in on new BOTW brand.


**BANK OF THE WEST**  
BNP PARIBAS

Banking Credit Cards Loans Investments

## FIND THE CREDIT CARD THAT'S RIGHT FOR YOU


Compare Credit Cards

### Cash Back World Credit Card for generous cash rewards

	<b>Features</b> <ul style="list-style-type: none"><li>• 3% cash back on dining, gas<sup>1</sup> and groceries</li><li>• Unlimited 1% cash back on other qualifying purchases with no annual cap</li></ul>	<b>APR</b> 0% APR for first 6 months on all purchases, then 17.99% - 24.99% variable APR	<b>Annual Fee</b> \$0
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### Platinum Credit Card for our lowest interest rate

	<b>Features</b> <ul style="list-style-type: none"><li>• Competitive rates</li><li>• The perfect choice if you carry a balance</li></ul>	<b>APR</b> 0% APR for first 6 months on all purchases, then 16.99% - 24.99% variable APR	<b>Annual Fee</b> \$0
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### Secured Credit Card perfect for establishing or rebuilding credit

	<b>Features</b> <ul style="list-style-type: none"><li>• No length of credit history or credit score required</li><li>• Deposit from \$300 up to \$12,000 to secure the credit limit you want</li></ul>	<b>APR</b> 22.99% variable APR	<b>Annual Fee</b> \$25
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With consumer confidence nearing an 18-year high, unemployment at a record low, and retail spending strong and forecasted to remain so through the holiday season, consumers are using their credit cards in impressive numbers. What better time for Bank of the West to respond.

That's exactly what we did. We saw our customers increasingly using their mobile devices for their everyday banking needs, so that's where we focused. Our Customer Experience team led the project to upgrade the Credit Card Compare Page's existing desktop experience to a new, responsive experience – making it optimal for all mobile devices.

Kirk Copeland, Retail Marketing Lead, explains, "The newly developed credit card pages provide simple, easy navigation that will allow the user to understand their options and make an informed choice without any clutter. The endeavor with DCG, product and marketing was so collaborative and easy because we always kept the user at the forefront of our decisions."

The re-launch also offered us the opportunity to update our product offerings. Our current card suite includes the Secured Card for new or building credit; the Platinum Card with lower interest rates, and the Cash Back Card offering cash rewards. The former Platinum Rewards Card was recently retired, so we made sure to retire the content for it, as well.

The revamped Resource Overview section now provides an easily accessible and useful responsive experience with articles, FAQs and credit card calculators designed to help customers safely use and manage their credit. The new Card Management section explains the new online and mobile banking features, which lets customers easily manage their credit cards and accounts via phone or desktop.

Ashley Cardella, Consumer Credit Card Product Management, Vice President, comments, "We're extremely pleased with the new refreshed content, clean aesthetic and mobile-optimized design of the pages. This redesign sets the stage perfectly for the introduction of our new online account opening and instant decisioning platform."

The Personal Credit Card re-launch wouldn't have been possible without the contribution of these team members: Dan Owens, Dan Estabrook, Majid Qureshi, Kirk Copeland, Michael Smith, Susan Orthwein, Luis Gutierrez, Max Wenger, Edward Newhouse, Ashley Cardella, Joshua Brosious, Dennis Varghese, Vijayanand Alle, Stacy Rivas, Kim Le, Karin Li, Lori Hale, Chris Chiang, Kate Javendel and Anthony Hogan.

The Bank of the West Personal Credit Card site re-launched on October 25, 2018. Time to get spending!