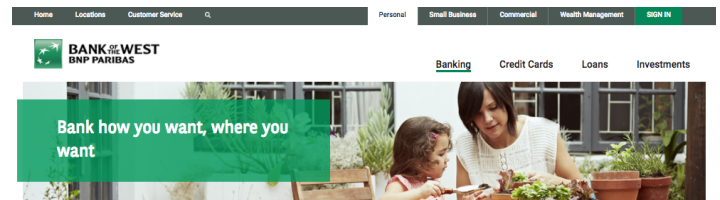
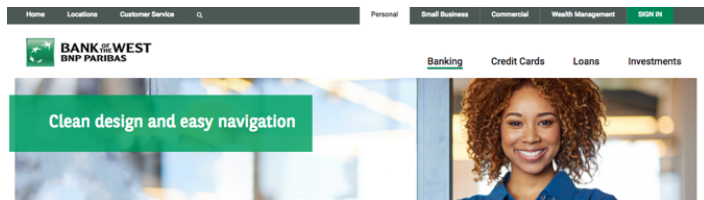


Bank of the West's Digital Banking pages launch with new look – and an exciting new way to pay - Zelle®



Online Banking

We're always looking for new and better ways to enhance your banking experience, whether it's in our branches, online or on your mobile device.¹ Explore Online Banking now and see what it can do.

[ENROLL](#)

[See the demo](#)

Online Banking makes it simple and easy to bank from almost anywhere

Sign in to Online Banking and find some useful tools that make organizing your finances easier than ever:

- Compare your month-to-month spending habits.
- Quickly access your accounts.
- Set goals with easy-to-create monthly budgets.
- Track your expenses with helpful spending charts.

Enjoy banking made simple

Need to manage your checking account? Sign in to Online Banking and find many of the most commonly used banking services all in one spot.

Plus, you can choose from multiple account features and profile updates for whatever your specific needs. You can order checks, request a stop payment on a check and set up recurring direct deposits. And if you want to change your username and password, it's simple, safe and convenient.

Manage your money from virtually anywhere with Mobile Banking¹

Securely access your accounts from almost anywhere using your existing Online Banking Username and Password.

[See the demo.](#)

Check out our mobile app

Download our iPhone® or Android™ app from the [Apple App Store](#) or [Google Play](#) to view your account balances and transaction history, transfer funds between accounts, find an ATM or branch and more.

Our mobile app offer these convenient features:

- Send money – Zelle® lets you send money on your phone to friends, family and almost anyone you know and trust, no matter where they bank in the U.S, using just their email or U.S. mobile phone number
- Touch ID² – enjoy fast, safe and convenient sign-in.
- Mobile deposit – start by taking a picture of both sides of your endorsed check.
- Scan-to-Pay – Pay bills in a "snap" with Scan-to-Pay. Select or add a payee using your smartphone's camera, take a photo of your bill and Scan-to-Pay will do the rest. It's that simple.
- Bill Pay – pay bills from your mobile device quickly and securely.
- Online statements – access up to 7 years' worth of checking, savings, CD and credit card account statements online.
- Quick Balance³ – view account balances and last 5 transactions.
- External transfers – move money from Bank of the West accounts to accounts at other banks.
- Mobile PIN – create a 6-digit PIN for fast and secure sign-in.

Online and mobile banking represent the primary banking channels for two-thirds of Americans, according to a 2017 survey conducted by the American Bankers Association. By 2019, there will be an estimated 161.6 million digital banking users in the United States.

From viewing balances and activating debit cards to paying bills and depositing checks, customers are using digital banking technology for a variety of everyday banking tasks. Transactions that previously prompted customers to visit branches are now being performed via tablets, computers and phones – quickly and securely.

In response to the growing number of consumers who rely on today's technology to complete their regular banking transactions, Bank of the West's Customer Experience, Digital Banking and Mobile Banking teams undertook the project to refresh, reimagine and re-energize the outdated Digital Banking Center.

The objectives were multiple: simplify the navigation with an eye towards a mobile-focused user journey; refresh the website to embrace the new Bank of the West branded look; and support the launch of Zelle.

Dan Estabrook, Senior Product Manager, Vice President, Digital Channels, explains, "With about half our visitors to bankofthewest.com using mobile devices, and with the recent launch of Zelle, it was the perfect time to showcase our digital offerings in our new, mobile-first design system."

Ultimately, the former five pages of content for Online Banking and four pages for Mobile Banking were streamlined into a single page for each section, which enhanced usability and readability. The Online Banking page now highlights its enhanced experience, including the expense tracking tools, easy-to-create monthly budgets, text and email alerts, and Bill Pay. The Mobile Banking page focuses on the ease and convenience of the mobile banking app, which customers can download and access using their existing Online Banking credentials.

The re-launch of the digital banking pages would not have been possible without the contributions of these team members: Jeff Schoenhard, Gautam Chattoraj, Tanisha Sinha, Katrina Sherman, Dan Estabrook, Lou Zadesky, Dan Owens, Anthony Hogan, Chad Weiskittel, Mahesh Walker, Diane Titus, Marlene Tofan and Lanie Gomez.

The Digital Center relaunched in spring 2018.