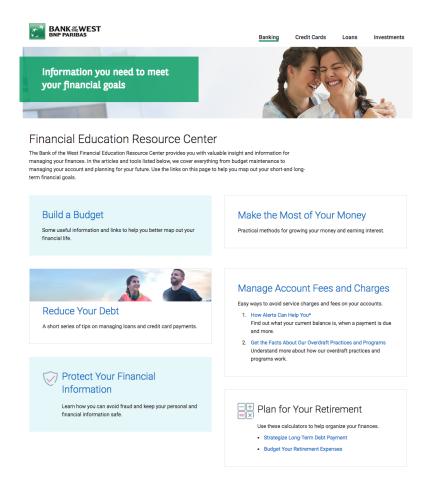
Bank of the West's Financial Education Resource Center brings financial literacy to the forefront.



Financial institutions nationwide recognize the benefits of providing financial programs and educational content to their customers. Certainly, customers are responsible for managing their everyday finances, but with the expanding options within the financial market, the choices customers face when shopping for interest rates, bank loans, savings accounts and credit cards have greater impact on their long-term financial goals.

Whether the result is a more creditworthy customer or a stronger customer-bank relationship, the benefits are measurable. Recognizing that all of their customers can benefit from lessons and resources in financial literacy, Bank of the West's Financial Education Resource Center was launched.

With a growing number of bank customers using mobile technology for their everyday banking needs, the Bank of the West's Customer Experience team led the project to repurpose the site's existing desktop experience and incorporate it into a new, responsive experience – making it optimal for mobile devices.

With tools and articles on building a budget, reducing debt, protecting your financial information and retirement calculators, the Financial Education Resource Center serves as a useful responsive online experience designed to help customers manage their financial lives.

The Financial Education Resource Center relaunch would not have been possible without the contributions of these team members: Greg Thorneycroft, Lou Zadesky, Dan Owens, Dan Estabrook and Anthony Hogan.

The Financial Education Resource Center relaunched in spring 2018.