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PROSPECTS FOR REMOTE FINANCIAL SERVICES IN COMMERCIAL BANKS

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Abstract *The article discusses the prospects for remote financial services in commercial banks. It is emphasized that each commercial bank should develop its own strategic program for the development of remote banking services in commercial banks, the development of a remote customer service system. Remote technologies allow the client to use banking services with maximum convenience and minimize time and financial costs in the process of working with the bank.*

Keywords and phrases: *commercial bank, remote financial service, remote customer service, strategic program, remote technologies, maximum convenience.*

INTRODUCTION.

Banks are offering a wide range of remote services based on the principle of creating freedom for customers and transitioning them to self-service. The need for electronic service provision, their unification and increasing mobility is becoming an urgent need. The improvement of remote customer service allows the customer to conduct banking operations using a telephone, modem and computer within banking services, and reduces the cost of banking services, increases the speed of operations. Such modern services allow bank settlements to be made anywhere in the world. Taking into account that the opinions of customers and their financial literacy are key issues in improving remote banking services, scientific proposals have been developed to implement new types of remote services that are convenient and understandable for customers[1].

In an era of global technological development and changing customer preferences, commercial banks must constantly innovate and adapt to meet the changing needs of their customers while ensuring long-term stability. Remote banking is a set of services that allow you to perform various banking operations remotely. For this, it is enough to use a computer or mobile phone without visiting a banking institution.

Remote technologies allow the client to have maximum convenience in using banking services and minimize time and financial costs in the process of working with the bank[2]. In turn, opportunities have been created for enterprises and organizations to manage funds in bank accounts and make payments in real time through remote bank account management systems, send an application for the purchase (conversion) of foreign currency funds to the servicing bank in electronic form, transfer an electronic

account to the bank for the transfer of monthly wages and equivalent payments, and use other services.

LITERATURE ANALYSIS ON THE TOPIC.

A number of scientists' research works on the topic were closely reviewed. In them, the opinions of scientists on remote banking services were analyzed. In particular, according to the Russian economist V.K. Spilnichenko, "Remote servicing of a bank account is a complex of information services and the execution of operations on the client's account based on his instructions without visiting the bank" [3, p. 67].

According to another of our local scientists, Z.T. Mamadiyarov, who conducted his research on remote services of commercial banks, "... the development of remote banking services in the banking system is associated, firstly, with changes in people's lives, the introduction of new information technologies, and secondly, with the automation of banking operations" [1, p. 98].

The system of remote servicing of a bank account is based on the client's application to the bank's database through a telecommunications system.

N.I. Likhodeyeva recognized the system of remote servicing of a bank account as a technology for providing banking services by the client using computer technology without visiting the bank, that is, on the basis of remote orders [4, p. 98].

We can see that Khudoyarova emphasized the importance of further developing remote services of commercial banks by proposing "to achieve the strategic goal of improving the retail banking services market, by introducing modern, innovative "online" services based on standardizing the process of providing retail banking services, further improving the retail banking services market and meeting the needs of bank customers" [2].

K.A. Zabrodiskaya, A.O. Zakharova "Remote banking services are activities aimed at creating optimal conditions for bank customers by remotely servicing their bank accounts" [5, p. 25].

Summarizing the above considerations, remote banking services can be defined as technologies for providing banking services based on remote instructions from the client (without visiting the bank).

RESEARCH METHODOLOGY. The research work on the development of remote banking services of commercial banks, conducted through interviews with scientists and industry representatives, analysis of their written and oral opinions, expert assessment, process observation, systematic approach to economic phenomena and processes, and comparative analysis with the author's experience, provided conclusions, suggestions and recommendations in the relevant areas.

ANALYSIS AND RESULTS.

Remote banking services are a complex of services that allow you to perform various banking operations remotely. For this, it is enough to use a computer or mobile

phone without visiting a banking institution. Remote technologies allow the client to maximize the convenience of using banking services and minimize time and financial costs in the process of working with the bank. The remote service system can be divided into two types according to the nature of the services provided to clients:

- informational;
- transactional.

While information banking is aimed at providing financial information to customers, transaction banking allows for the implementation of financial transactions. The main principle of remote banking services is the remote exchange of various information between the customer and the bank. In this case, the bank ensures the security of this operation. Therefore, the online banking (internet banking) system is widely used, which works through the Internet and a simple browser, that is, a common program that provides the customer with access to the network.

Internet banking is a system that allows customers to manage deposit accounts, including accounts opened on bank cards, via the Internet [1, p. 22]. This type of service is a system designed for the customer to make payments in real time while remotely connecting to the bank. The user accesses the system via a web browser. The Internet banking system is hosted on the bank's web server.

The user has the opportunity to view all his information (payment documents and account statements) on the bank's website. Internet banking technology creates additional convenience for both the bank and the client. In particular, the client has the opportunity to perform banking operations on his account from anywhere and at any time via the Internet, without going to the bank, and can receive information about the status of the account, receipt of funds, and the reflection of payments. This greatly contributes to saving the client's time and money and creates the advantage of managing his funds quickly.

Through the Internet banking service, the client can use the following operations at any time, at his workplace or in other convenient conditions:

- make payments;
- track the stages of payment;
- receive all reports.

Through Internet banking, the client will be able to connect to the bank's website from his workplace via the Internet, see the money coming into his account, prepare money transfers and transfer them to the bank. Also, the creation of a national technological platform operating in the "on-line" mode in cooperation with commercial banks that are participants in the "Uzcard" interbank payment system will allow the client to manage his card accounts, make utility and other payments in real time through Internet banking services. The mobile banking system will be created based on Internet banking technology.

CONCLUSIONS AND SUGGESTIONS.

As a result of the analysis of the prospects for the development of remote banking services in Uzbekistan, the following proposals and recommendations were developed:

1. Each commercial bank should develop its own strategic program for the development of remote banking services in commercial banks, the development of a remote customer service system. This program should develop a roadmap for the step-by-step transfer of all types of services to remote and online modes. This roadmap should include the source of financing for the tasks set, implementation deadlines, the department responsible for implementation, and the project launch date.

2. Currently, the types of services provided remotely by commercial banks include utility and other payments, card-to-card money transfers, online conversion, online deposit services, as well as retail lending services in some banks, and it is advisable to increase their range at the next stage. Also, these include sending and receiving funds abroad through integration into international money transfers, and introducing a virtual issuance service for plastic cards.

3. It is natural that the development of remote banking services creates the need for customer identification. Taking this into account, it would be appropriate to create integration capabilities from the database of the Ministry of Internal Affairs for all mobile banking services when the need arises to identify an employee when providing customer service.

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