



PROSPECTS FOR DEVELOPMENT OF NEW TYPES OF SERVICES OF COMMERCIAL BANKS

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Article history:	Abstract:
Received: 1 st December 2021 Accepted: 5 th January 2022 Published: 15 th February 2022	This article discusses the theoretical foundations of banking services and analyzes banking services and operations. The article develops scientific and practical recommendations based on analysis
Keywords: Commercial banks, banking services, operations, payments, credit, deposit, efficiency.	

INTRODUCTION.

In recent years, the banking system has done a lot to improve the quality and scope of banking services. However, changes in the world, the process of globalization, the overdevelopment of competitiveness, the need to further intensify the process of transformation of commercial banks, the need to take banking services to a new level. In this process, the main goal of the reforms in the banking system is to train commercial banks to work for the customer. In this regard, the implementation of reforms to transform the banking system depends on modern, educated personnel, and the main factor is that the representatives of the banking sector have mastered the effectiveness and content of the ongoing reforms in the banking system..

ANALYSIS OF THE RELEVANT LITERATURE

Russian scientists EF Zhukov, OI Lavrushin, TN Nesterova, AN Ivanov, and French economist S.S. This is reflected in the scientific research of De Kusser. Peter S. "A bank is a company that provides financial services to the public, manages the company's funds professionally, and performs many functions in the economy," Rose said. Well-known Russian scientist O.I. Lavrushin noted that the nature of the bank is determined by the essence of its activities, and the result of this activity is the creation of a banking product..

RESEARCH METHODOLOGY

Methods such as analytical comparison of tables, grouping of logical and comparative analysis data of the research, statistical processing method by comparing them with each other, calculation of quantitative and qualitative indicators were used in conducting scientific research..

ANALYSIS AND RESULTS

In the process of bank transformation, increasing customer demand is inevitable, which can lead to a decrease in customer confidence in their bank as a result of poor quality of advanced innovative banking services. Banking is a theoretical, technological, financial, intellectual and professional banking activity that optimizes banking operations. Banking is really a complex of banking activities.

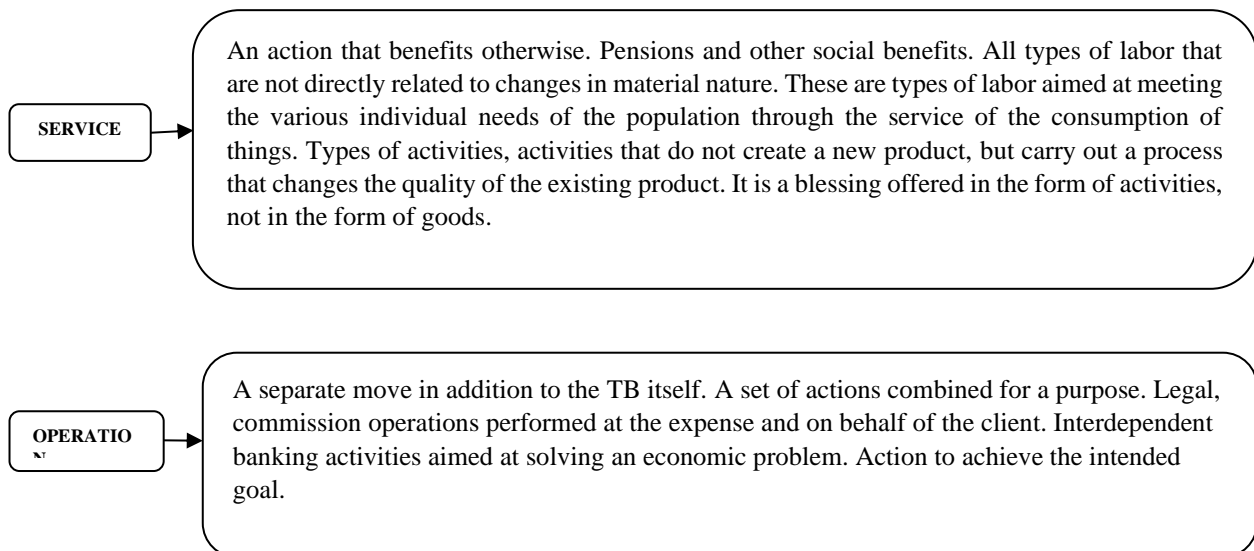
According to the economic content and purpose of commercial banking services can be divided into two major groups:

1. Services performed to maintain a certain level of liquidity of the bank.
2. Services performed for the purpose of earning income. There is a certain ratio between these two groups of services, which allows to ensure a certain level of quality of banking activities. Although some of the services provided by the bank to provide liquidity bring income to the bank, the reason for their existence is to maintain a certain level of total liquidity of the bank. It should be noted that in a market economy, the Central Bank monitors the level of liquidity of commercial banks at a well-studied level of demand, but in our opinion, it is necessary to pay attention to the profitability of services..

The banking services market is an area of formation of supply and demand for banking services aimed at meeting customer demand. From the data in the table below, it can be seen that the difference between banking services and operations is mainly aimed at making a profit and further strengthening its position..



Differences between the concepts of "operation" and "service"



ACCORDING TO THE DEVELOPMENT OF BANKING SERVICES ARE DIVIDED INTO THE FOLLOWING TYPES:

1. Traditional;
2. Unconventional.

Traditional banking services of commercial banks include banking services provided to customers with the establishment of banks, which are specific to all banks.

That is, lending and deposit operations of commercial banks form the basis of traditional services.

In non-traditional banking services, we can usually include banking services that have just entered the banking business. Such services are the services introduced as a result of the development of interbank competition, the use of computer technology in the services provided by banks.

Non-traditional services of commercial banks not only create many conveniences for bank customers, but also directly contribute to improving the quality of services provided by banks and increasing the range of banking services.

Since the transition of the banking services market to the electronic document management system, several types of electronic services have been used and are widely offered to customers. The active use of computer technology and the Internet has led to the emergence of a diverse market for banking services.

As a result of the fact that the ability to provide traditional banking services remotely is now universally accepted, it has been divided into segments..

It is natural that remote banking services are provided directly by electronic means, and a new definition of e-banking has been introduced for all remote banking services. These include Mobile-Banking, Phone-Banking, Video-Banking, Web-Banking, WAP-Banking, SMS-Banking, RC-Banking, Bank-Client system, Internet-Banking.

As the services of commercial banks continue to expand and improve in quality, they are competing to attract new, promising customers.

The provision of a wide range of services by banks, the bank's work for the client is a requirement of today. Therefore, we think it is advisable to introduce the activities of banking departments, which are engaged in explaining to customers the essence, benefits and other aspects of each financial service in the interests of customers..

As a result of the ongoing reforms in the banking system of the Republic of Uzbekistan, the services provided by commercial banks have high technological features, which has laid the foundation for the widespread development of remote services for customers. Currently, with the development of interbank competition in the country, the practice of commercial banks to provide banking services using innovative technologies is improving. The number of users of remote management of bank accounts in



commercial banks (bank-client, internet-banking, mobile-banking, sms-banking) is constantly growing.

The development of interbank competition seeks to expand the activities of commercial banks and achieve high profits. Having a high position in the market of services in interbank competition, one of the most promising areas of development in the market of certain banking services is the development of modern banking services.

The modern banking services market offers a number of advantages to commercial banks. First and foremost, these services help cover a major portion of the customer segment.

As a result, due to the expansion of the bank's customer base, the bank's loan portfolio will increase and the resource base will be strengthened, the bank's business will be more efficient and stable, and its reputation will increase for bank owners and attract more potential customers.

Modern banking services have the following features that distinguish them from traditional banking services:

- modern banking services are provided remotely;
- banking services are provided on the basis of modern computer and information technologies;
- In most cases, the clients themselves act as operators, and operations are carried out without the involvement of bank employees;
- does not choose space and time, ie you can use these banking services from anywhere in the world at any time.

Currently, there is a high trend of development of banking services provided by commercial banks compared to services provided by other entities, and this is due to the development of information technology.

Today, the use of information technology in the activities of banks raises the quality of services.

Remote banking system - is a technology of providing remote banking services on the basis of remote assignments of the client and is carried out through computer and telephone networks..

While the quantitative description of the services of commercial banks is determined by the number of services, their scope and scope, the qualitative description of banking services is characterized by the quality, speed and accuracy of services, the level of customer satisfaction with these services. Remote banking services cannot be imagined without ATMs and kiosks. At present, it is possible not only to withdraw cash from ATMs, exchange foreign currency, deposit money on bank plastic cards, but also

to make various payments for goods and services. The number of ATMs and kiosks installed by commercial banks increased from month to month from January 2019 to October 2020. During this period, the number of ATMs and kiosks installed increased to 1,361, with an average of 65 per month. If this trend continues in the coming months, the volume of services provided to the population will also increase.

At present, in order to create convenience for the population and expand the range of modern services, commercial banks have established and put into operation 24/7 self-service outlets that provide round-the-clock service. The branches are equipped with ATMs, info kiosks, infomonitors and keyboard info kiosks for legal entities using Internet-banking services, including individual entrepreneurs. The increase in the number of these outlets operating 24/7 leads to an increase in the number of ATMs and kiosks.

Through ATMs, citizens can withdraw funds from plastic cards in soums and currencies at any time of the day. In addition, new ATMs NCR SelfServ 6632, which support Uzcard cash-in functions installed by some commercial banks, allow to replenish the Uzcard card independently. In addition to the "cash-in" and "cash-out" functions, these ATMs allow you to directly convert foreign currency into local currency. There is an opportunity to receive payments from plastic cards and cash through info kiosks, get information about the movement of the plastic card account, connect to the service "SMS-notification". At present, the number of ATMs and kiosks servicing Smart-Vista online and Duet cards in the country is 5,692, which are connected to a single network..

The need for innovative forms of cashless payments is constantly growing.

Entrepreneurs and the population are more interested in financial transactions, information, saving information, time and effort, using high information technology. Given this need, commercial banks are trying to expand the range of remote banking services, and in this way to take measures to effectively use the capabilities of the global Internet. Currently, all commercial banks are opening their websites on the Internet, constantly enriching it with information about the activities of the bank, new types and conditions of services, information in the interests of customers. The expansion of the use of mobile phones among the population has led to the introduction of "Mobile-banking" (WAP-banking) and "SMS-banking" services by banks. Systematic implementation of work on continuous improvement of remote accounts of bank accounts (Bank-Client, Internet-banking, Mobile-



banking, SMS-banking, etc.) in the country by all banks testifies to the development trends of the national banking system. on the other hand, it will create conditions for further strengthening of market mechanisms in the economy of the republic.

Регулятор хабарига кўра, жами 19,3 млн. нафар тижорат банклари мижозлари масофадан банк хизматларини кўрсатувчи тизимлардан фойдаланади. Улардан 18,3 миллион нафари (ёки 95 фоизи) жисмоний шахслар, 947 мингтаси юридик шахс ва якка тартибдаги тадбиркорлар саналади.

During October, the number of users of remote banking services among legal entities and individual entrepreneurs increased by 15.65 thousand. The largest increase was recorded in Agrobank (3876), People's Bank (2486), Ipoteka Bank (1473), National Bank (1468), Hamkorbank (1365). The number of users of remote banking services in Turkistanbank (-135), Davr-Bank (-8), Savdogar Bank (-3) decreased over the past month.

As of November 1, the number of users of remote banking services among individuals was Agrobank (2.9 million people), People's Bank (2.8 million people), Ipoteka Bank (1.7 million people), National banks (1.3 million people), Hamkorbank (1.2 million people) took the lead. Due to the fact that these banks have a wide network of branches throughout the country, as well as a large number of customers who come to the bank and use its services, they have a relatively large number of users of remote banking services. During October, the number of individuals using remote services of Microcreditbank (-3604 people), Madad Invest bank (-9 people) decreased.

CONCLUSIONS AND SUGGESTIONS

In order to expand the use of new banking services by bank customers, it would be expedient for commercial banks to introduce new types of services on bank plastic cards:

1. It is necessary to ensure the safety of funds and security of payments of users of bank plastic cards.
2. Individuals should be able to directly manage their bank accounts through mobile applications or websites.
3. It would be expedient for banks to introduce bank credit cards that allow customers to make payments for goods and services at the expense of bank funds within a certain period of time, as well as to expand the practice of issuing microloans or overdraft loans to debit bank plastic cards..
4. Introduction and expansion of the following types of services for the provision of interactive services to legal

entities and individuals through the website in commercial banks:

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