
Foreign Experience of Organizing Remote Banking Services

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Abstract: In this article, one of the important directions of the development of the banking sector in modern conditions - the foreign experience of the remote service system for bank customers is considered. Also, a set of specific services is analyzed, with the help of which bank customers can carry out various banking operations remotely, and remote banking services in the USA, European countries, and Russia, which are leaders in this direction, are studied.

Keywords: banking sector, remote banking, customer banking, internet banking, SMS banking, and mobile banking.

In today's digital economy, as a result of technological development, great positive changes are taking place in the environment of business, banking and financial system. In the market of banking services, the application and use of Internet and mobile technologies are causing unprecedented changes in the history of banking services, and the development of remote banking services allows providing additional convenience to customers.

Also, the increasing number of financial services in the banking system of developed countries has increased the importance of remote banking, as a result of which various options of banking services are offered online by major banks around the world.

In recent years, a number of measures aimed at the development of the banking system, especially the widespread introduction of modern IT technologies into the sector, and the acceleration of digitization processes, have been taken in our republic. It's not for nothing, because every bank will be able to be competitive not only in the domestic market, but also in the foreign market, if they start their activities on the basis of modern technologies.

In the conditions of today's pandemic, the quality and speed of remote service of banks on a global scale, as well as in our country, is becoming more important than ever. After all, the increase in service processes by them is directly related to the quality of remote service. This, in turn, sets the tasks of improving the existing infrastructure, identifying problems in this regard, paying special attention to the quality of personnel training, studying foreign experience and introducing the necessary ones into the banking sector of our country.

Remote banking is sometimes called electronic banking, including Internet banking, mobile banking, WAP banking, SMS, etc. Let's take a closer look at each direction and highlight its features.

Remote service channels. Service delivery channels are called the first criteria for differentiating remote banking systems. Here, the technological and functional characteristics of each channel are clearly indicated. Banks have the following types of channels for providing remote services:

- by phone;
- via the Internet;

➤ Special self-service devices.

Telephone banking service. First of all, telephone communication appeared, and it was a very common channel before the advent of modern technologies for the development of the Internet. Customers could get any account information, as well as product advice, with just a phone call to the bank. A similar mechanism has survived today, although it has been greatly reduced by the introduction of the Internet communication channel, because it was too expensive. Banks maintained a large staff of call center staff to provide their services over the phone, but they were not charged a commission, which created significant costs for their operations.

Payment and information terminals and ATMs. As another channel for providing remote banking services, experts single out self-service mechanisms, such as payment terminals, ATMs, etc. In the early stages of development, this type of remote banking services required high investments from the bank, the production and purchase of appropriate equipment, the creation of a technical base for use, the development of the entire infrastructure and the development of logistics for assembling such devices. Nevertheless, ATMs have appeared everywhere, and today major banks have extensive networks of these machines for the convenience of their customers. The list of provided services is also expanding, the security of use is improving, and the most important advantage over other remote banking systems is that ATMs allow the customer to provide the necessary cash.

Internet banking. Today, one of the most promising and rapidly developing channels for providing banking services is the Internet. The development of various information technologies has enabled banks to provide their customers with not only information and consulting services, but also active operations such as a large number of customer requests, payments and money transfers. They are generated through a client's PC or mobile phone with Internet access.

"Client-bank". The ability to provide remote banking services through a personal computer is called "Client-Bank". Often, the bank helps its customers to install and use such systems, which increases the level of service in the bank. This system is usually divided into two types:

- Classic Bank-client, in which a special program is installed on the bank client's personal computer. With it, all customer information is stored on the computer: payment orders, account statements, etc.
- Internet client — interaction with the bank directly through the Internet through a browser. In this case, all information about the user's actions is stored on the bank's servers.

Remote banking services in countries around the world. For the first time, remote banking services appeared in the United States of America, which is quite fair, the banking system of this country was one of the first, and today it is the largest and most reliable in the world.

Another reason for the emergence and development of Internet banking in America is the restriction that existed in the mid-1990s of the last century in opening branches of their banks. Thus, in 1995, the first bank to provide its services via the Internet was opened - Security First Network Bank.

In remote banking services, the United States is the leading country in the modern world. The development of all areas of information technology serves this. Today, almost every second household in the US has a computer, let alone a telephone.

At the moment, almost 90% of American banks serve their customers remotely. They offer a wide variety of services, including currency exchange, lending, the ability to open and insure

deposits, monitor the movement of funds in accounts, and participate in stock exchange trading.

The main feature of the operation of remote banking systems in the United States is that the client receives most of the provided services for free, and only for some of them the bank receives a very small commission. American banks also pride themselves on the fact that their security system is one of the most reliable when using Internet banking.

After America, remote banking services became widespread in Europe. Most of the types of transactions presented and the remote banking system itself were similar to the American model, but some innovations brought by European internet banking should be noted. There was an opportunity to pay for utilities and other mandatory services, as well as to plan their financial expenses.

The main trends in the development of remote banking services in Europe in order to reduce costs and increase the speed of services provided are:

- implementing multi-channel strategies for serving individuals;
- outsourcing remote customer service systems;
- creation of joint systems of remote service by different banks;
- improving the quality of services and their safety;
- Comprehensive service provision by increasing the types of available services.

Remote banking services in modern Russia. Compared to the USA and Europe, the development of remote banking services in Russia lags far behind. There are objective reasons for this, for example, do not forget that these systems have developed relatively recently in Russia and show good growth rates.

Analytical agency Marksw Webb Rank&Report presented the results of research conducted among users of remote banking systems in 2021. The study was based on a survey of more than three thousand Russians, which was then related to the total population of the country

- 41.6 million Russians perform at least one active operation on the Internet every month;
- 39.4 million active users of mobile and SMS banking;
- 35.4 million people use internet banking services, 70% of them are Sberbank Online customers;
- 29 million people make payments by bank card on the Internet;
- 17.5 million e-wallet owners.

Not all indicators are given here, but the trend is clear. People in Russia want to further develop remote banking systems, and they are ready for it. They are adopting modern technologies, increasing their economic literacy and increasing the level of trust in banks, which is very important when conducting any financial transactions remotely.

It should be noted that information flows are rapidly circulating in the world, and it is effective to use the experience of developed countries and the opinions of foreign and local scientists to improve remote banking services.

In order to develop remote banking services, first of all, it is necessary to identify the problems in the development of these services in the banking system of Uzbekistan and take measures to eliminate them. In the future, further development of the banking system will require innovations in the field of digital banking, automatic data analysis and improvement of remote service systems.

In particular, in the concept of the Development Strategy of the Republic of Uzbekistan until 2035, the development of the payment system in Uzbekistan is divided into two periods, the first period includes the period until 2020 and includes the creation of applications that provide banking services, single payment for customers tasks such as connecting to the platform, establishing a customer support service on this payment platform, introducing cardrider and mobile POS terminals into the payment system, conducting R2R calculations have been defined. The second period includes the period up to 2025 and includes the portal for accounting and sales of goods, transaction management system, mobile banking cryptographic identifiers, integration of various services into digital platforms of banks, introduction of B2B, B2C quick transfers, open software programming interface, banking it is envisaged to create opportunities for providing banking products and services based on remote identification, artificial intelligence and automated machine learning.

In the conditions where traditional banking services are being replaced by digital banking services in Uzbekistan, the development of payment systems based on mobile technologies and digital banks in the country's payment system is of great importance. As a result, it will lead to fewer visits to banks by bank customers, the possibility of remote banking services; lower banking costs and the transformation of banking departments.

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