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Evolutionary Development Of Distance Banking Services In The Digital Economy

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Abstract: *In the process of transformation of banks in the world, as the provision of banking services on the basis of remote mobile, Internet and other banking technologies, the analysis of current banking technologies and future development of banking technologies is analyzed. The results of this study are of practical importance for the development of remote banking services in the banking system of Uzbekistan.*

Keywords: Remote banking services, digital technologies, virtual payment, biometric technologies, blockchain technology, artificial intelligence.

1. Introduction.

The delivery and consumption of financial services have undergone significant changes in recent years. As a result of technological development, the environment of business, banking and financial systems is undergoing significant changes. The use and use of Internet and mobile technologies in the banking services market is leading to unprecedented changes in the history of banking services. The development of e-banking services through a large number of electronic channels has provided customers with additional conveniences. Today, the growth of many financial services in the banking system of developed countries has further increased the importance of providing remote banking services, as a result of which various banking services are offered online by major banks around the world.

In particular, the deepening of economic reforms in Uzbekistan, the rapid introduction of modern information and communication technologies in the relationship between the bank and the client, the need to accelerate the pace of real-time payments and the speed of payment. brought to the surface. Therefore, the President of the Republic of Uzbekistan PF-4947 of February 7, 2017 "Strategy for further development of the Republic of Uzbekistan - January 17, 2019" [Pf-4947 of January 17, 2019], which includes the tasks aimed at the development of remote banking services in commercial banks. "On the State Program for the implementation of the Action Strategy for the five priority areas of development of the Republic of Uzbekistan in 2017-2021 in the" Year of Active Investment and Social Development "[2] and the Decree of the President of the Republic of Uzbekistan dated March 23, 2018 On Additional Measures to Increase the Resolution "[3].

2. Review of the literatures

The development of telecommunications technologies, the expansion of the Internet and its use in the provision of electronic banking services are the basis for attracting customers among banks, the formation of competition in the provision of electronic banking services [4]. Remote banking services have advantages over traditional methods, such as improving the quality of services, reducing the costs associated with the creation of new banking products and the opening of branches [5].

Also, according to the economist O. Alikoriev, "... remote banking services based on banking customer and Internet systems allow customers to use their accounts from anywhere, according to traditional banking methods, as well as to increase transactions 24 hours a day. has the advantage of being able to be used around the clock, and transactions can be executed and approved immediately "[6].

In our opinion, remote banking services are the services provided by banks to their customers, not face-to-face with their customers in the bank, but using the capabilities of modern banking technologies remotely. Our research shows that 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, the automation of banking operations [7].

Remote banking services play an important role in saving time and money for bank customers. According to D. Miroshkinov, the system of remote banking services does not bring direct income, it acts as an assistant in generating income [8].

New communication technologies have led to the rapprochement of communication and billing. In particular, the popularity of mobile banking is due to the fact that its secure, reliable and user-friendly interfaces can be easily configured [9]. Today, the growing number of mobile phones and mobile Internet users requires the development of mobile technology capabilities and the development of mobile banking strategies [10].

3.Research methodology

In the process of preparing a scientific article, the methods of data grouping, analysis and synthesis, systematic analysis, comparison and expert evaluation were effectively used. In addition, the method of the survey and the analysis of its results were studied.

4. Analysis and results.

The competition between Western European banks to provide banking services to their customers "at home" reached a certain level in the early 1980s. In November 1982, the Nottingam Building Soceity, in partnership with Scotland and British Telecom, introduced the Homelink system, which began operations in mid-1983. Later, similar systems were introduced by other financial institutions.

The Bank of England was the first to offer the possibility of providing banking services only by telephone (1989). It is worth noting that for the first time in the history of banking, there was a bank that provided services only by telephone, as the bank did not have a single branch. First Direct Bank is one of the first and still the most efficient banks in providing services to its customers through electronic channels. In addition, banks without branches, such as ING Direct, PC Financial (Canada), First Direct (UK), HSBS Direct, Internet Bank of America and E-Trade Bank (USA), also offer their services mainly online. began to present.

In the 1990s, the United States created the conditions for remote banking over the telephone. Initially, in 1990, the National Bank of North Carolina offered its customers more than 30 services and transactions over the telephone system and set up a large number of Call Centers. In 1990, the number of daily calls to the system was about 200,000.

More than 80% of companies in the United States use Call Centers in their work. Countries such as Sweden, Norway, Finland, Denmark and the Netherlands have the highest number of Call Center users. Banks in France, Austria and Italy have been reluctant to abandon the traditional model of customer service by flying branches. In Germany and Spain, the use of the Masofavian banking system is in full swing.

Despite the fact that banks offer mobile banking services, the difficulty of accessing their financial information and the lack of public interest in the small mobile phone screens that emerged in the early twentieth century remain a growing concern. Wells Fargo launched a mobile banking service in 2002 with only 2,500 customers registered. However, due to the presence of certain shortcomings in the system, the use of the system has not improved.

Later, the volume and capacity of mobile phones increased, and mobile banking became more effective. Banks have offered more applications for mobile phones, and smartphone users have supported the use of advanced mobile banking services. Customers preferred the updated, easy-to-use advanced technology, advanced navigation, graphics and graphics.

The good development of Internet banking has had a very positive effect on the activities of banks, and now all that is required of employees of commercial banks is to control more virtual payments. Virtual banks are physically non-existent (do not have an office) commercial banks that exist only in the name of the Internet and accept all payments via the Internet. It monitors all banking operations on the basis of special instructions and is supervised by qualified specialists.

Along with the development of virtual banks, both large financial institutions and banks for the first time began to offer new forms of service to their customers through electronic channels.

More than 600 banks around the world offer a full range of Internet services. They provide electronic money circulation and virtual commodity exchange.

The growing number of users of the global Internet is observed in the developed countries of Europe, where the number of users of these new banking services is 60-90% of the total population.

As of January 1, 2019, 89% of the population of Denmark, the Netherlands and Finland, who grew up (16-74 years old), became the leading countries in Europe in the ranking of banking services through Internet banking through the provision of banking services through Internet banking. The next places are occupied by Sweden (84%), Estonia (80%), Great Britain (74%), Belgium (69%), Luxembourg (68%), Latvia (66%), France (63%) and others. In the European Union, the figure is 54%. At the bottom of the list are Italy (34%), Cyprus (33%), Greece (27%), Bulgaria (7%) and Romania (7%).

Developed countries' banking services show that some of these services have reached the peak of development, while others are in the early stages of development.

At the same time, Internet banking is becoming more widespread in the Russian Federation among the CIS countries. According to the analysis of experts of the Analytic Research Group, the growth rate of the Russian market in the coming years will not be less than 100% per year. The steady growth of the market depends mainly on factors such as the development of remote services and the distribution of banking products among the population. Currently, Russian banks are actively working to expand the functionality of remote banking systems, entering new segments of the market, but research shows that this is the only [14] banks that provide banking services.

Today, banks in many developed countries are moving from a model of customer service to a system of remote service by establishing traditional bank branches.

The reasons for the transition of banks to the model of remote services are:

- growth of competition;
- time factor;
- development of means of communication.

One of the most important aspects of the strategy for the development of remote banking services in banks is the amount of investment and the attention paid to this area. Global investment in FinTech (financial technology) in 2018 will reach 111.8

billion. The share of the United States was 47.0% ($ 52.5 billion). FinTech industry is developing all over the world with the latest technologies. With their help, simple financial solutions are being developed for those who have not found a solution in the financial market [15]. In 2018, in Amsterdam, the largest European companies FinTech on the project "Money2020" met to discuss issues in the world of financial technology. The following are the 5 most important issues of the meeting:

• Mobile technologies. Due to the fact that in recent years, mobile phones are used by many people and have become an integral technical tool for people, financial services are also organized within these means of communication. According to PwC's 2018 Digital Banking Consumer Survey, an increasing number of people are opting to use banking services on their smartphones. With the help of mobile banking, the bank and its customers can manage money without physical contact, without going to the bank building.

• Digital banks. As a result of the rapid development of mobile banking has led to an increase in the number of digital banks operating without opening branches and outlets. They are especially popular among the population, which uses smartphones to make financial transactions. As a result, it provides consumers with supplements that allow them to manage their money remotely. As a result, visits to bank branches are declining from year to year.

• Biometric technologies. In the age of the digital economy, financial services are weaker than the cyber-automation industry. That's why safety is a top priority for FinTech's industry. One of the ways to prevent fraud is to use biometric technology. However, security is not the only advantage of biometric authentication. This technology makes it easier and faster to add.

• Blockchain technology. Due to the transparency of the system in the use of blockchain technology, many "FinTech startups" are created. Another advantage of blockchain is an intelligent contract that automates financial transactions. Therefore, financial institutions are expected to pay more attention to this technology.

• Artificial intelligence. Many experts say that artificial intelligence will have a significant impact on FinTech in the near future. There are a number of reasons why the FinTech industry uses artificial intelligence. First of all, artificial intelligence automates tasks such as data analysis, which saves a lot of time. In addition, the technology is used to create chatbots and advisory robots to detect fraud by tracking the behavior of customers. Voice assistants are being developed for bank employees. OCBC Bank recently launched its first voice-enabled voice bank in Singapore in partnership with Google. This helps customers to calculate the amount of loans, manage funds, stay up to date with bank news, get information about the nearest branches and ATMs of the bank through conversations about banking services [16].

In particular, a survey in 2019 on the fastest growing financial services in the world revealed that mobile technologies and automated analytics have the greatest potential impact on the banking system.

It was found that the impact of the use of Internet tools, blockchain and cable in the banking system in 2019 is very low.

In the future, the competition between banks to attract customers is becoming more active, which is reflected in the current trend. In particular, banks are increasingly using digital systems to effectively use internal and external data, artificial intelligence, advanced automated analysis systems, and online risk assessment.

5. Conclusions and suggestions.

The rapid flow of information flows in global operations makes it effective to use the experience of developed countries, the views 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 problems in the development of these services in the banking system of Uzbekistan and identify ways to overcome them. In the future, further development of the banking system will require innovations in the field of digital banking, improvement of automated data analysis and remote service systems.

In particular, Uzbekistan Respuвlikasining 2035 jilgaca rivozlaniş Strategijasi концepцijasida Ўzвekistonda tўlov tizimini rivozlantirişni ikki davrga azratgan вўliв, вirinci davrni 2020 jilgaca вўlgan davrni ўz iciga olgan and unda bank xizmatlarini kўrsatuvci ilovalar jaratilişi, only mizozlarni tўlov platformaga ulaş, uşвu tўlov platformasida mizozlarni qўllaв-quvvatlaş servisini tasks such as introduction of card, reader and mobile POS terminals into the payment system, conducting P2P calculations. The second phase covers the period up to 2025 and includes a portal for accounting and sales of goods, transaction management system, mobile banking cryptographic identifiers, integration of various services into digital banking platforms, rapid integration, B2B, Business will be able to provide banking products and services based on remote identification, artificial intelligence and the study of automated machines.

In Uzbekistan, where traditional banking services are being replaced by digital banking services, it is important to develop a payment system based on mobile technologies and digital banking in the country's payment system. As a result, it leads to a decrease in bank customers' visits to banks, the ability to provide banking services remotely, a reduction in bank costs and the transformation of bank branches.

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