

## TRANSFORMING THE BANK IN THE DIGITAL ECONOMY

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### Abstract

This article discusses the digital transformation of banking services in Uzbekistan and the increasing use of remote mobile communication tools, internet and other banking technologies.

**Keywords:** Internet banking, security, mobile banking, digital banking, biometric technology, risk, blockchain technology.

### INTRODUCTION

In recent years, there have been major changes in the provision and use of financial services. As a result of technological development based on the transformation of banks, great changes are taking place in the banking sector. As a result of the application and use of the possibilities of Internet and mobile technologies in the banking sector, it has led to unprecedented changes in the market of banking services. The development of banks' provision of electronic banking services through many electronic channels has made it possible to provide additional convenience to customers.

### MAIN PART

Analysis of literature on the topic. Factors affecting remote banking services can be cited. These are [1]:

- awareness of services ( $X_b$ );
- impact of risk level on services ( $R$ );
- ease of use of services ( $FQ$ );



- perception of usefulness of services (FA);
- price of using services (FN);
- security of services (Xf).

It is appropriate to use the method of linear multifactorial econometric modeling to determine the influence of factors affecting the use of remote banking services in Uzbekistan. These factors are important in studying the effect on the efficiency of these banking services.

As a result of the conducted research, it was possible to form the following conclusions [2]:

- it can be noted that the answers to the question about the convenience of the system in using remote banking services were formed in accordance with each other.
- security of personal data in remote banking services strongly depends on the choice of these services. On the other hand, two-thirds of the respondents want personal data to be secure in remote banking services.
- the cost-saving importance of remote banking services is becoming increasingly important in the use of these services.

Remote banking services cannot be imagined without terminals, ATMs and infokiosks. These easy-to-use equipments today put an end to the traditional interaction between the customer and the cashier, and serve as a kind of ATM-office. Currently, it is possible not only to withdraw cash from these external means, but also to make various payments for goods and services through them. It should be noted that customers can use any bank terminal, ATM and infokiosk 24/7, that is, 24 hours a day, 7 days a week [3]. In particular, the use of cash as physical payment in the context of COVID-19 can be an active tool in the transmission of the virus. For security reasons, banks close their branches or operate with minimal staff. In such conditions, banks indicate that the time has come to effectively use remote banking services, develop and improve digital programs. Especially in retail payments, there was a real push to use payment systems based on contactless payments, cards and electronic wallets [4].

In the development of remote banking services in Uzbekistan, the non-disclosure of all statistical numbers and the fact that some statistical data are bank secrets caused some problems in the analysis process. In the future, the share of remote banking services in the payment system, the amount of expenses allocated by banks for the



development of remote banking services, and many other statistical data will be revealed.

At the moment, in our country, the attention to the rapid development of the remote management of bank accounts, especially the systems of making payments through mobile phones, is increasing more than ever. They mainly pay for mobile operators, Internet service providers, taxes and other mandatory payments, natural gas, electricity and other utilities.

In order to improve the quality of services for individuals in most banks, the mobile application of the software complex has been significantly improved. Through this system, many operations such as utility, budget, internet, mobile communication, loan allocation and cancellation can be performed. Also, a program for conducting internships through the Internet for individuals has been launched.

Today, raising the service system in the banking system to a new level is aimed at eliminating existing obstacles and creating favorable conditions for the provision of online banking services, such as opening "digital" banks and bank branches specializing in retail services, and improving remote banking services through the active use of innovative banking technologies. At a time when measures are being taken to bring digital banking into one system in commercial banks, the lack of qualified personnel is evident.

## CONCLUSION

In the conditions of modernization of the economy, digital banking in the banking sector cannot be implemented without providing comprehensive measures in the field of economic security. With this, the need to organize the financial market in order to increase the level of economic security comes to the fore. The convenience of the digital banking interface of commercial banks is of great importance to users. The fact that the user can quickly find the necessary actions instills trust in the banking system and recommends banking services to other users.

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