

## OPTIMIZING THE OPERATION OF BANK MOBILE APPLICATIONS BASED ON DIGITAL TECHNOLOGIES

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**Enter.** Currently, revolutionary changes are taking place in the world financial and banking system, primarily due to the rapid growth of the market share of such elements as electronic payment systems of the digital economy, cryptocurrencies and lending without intermediaries. First of all, there is a rapid increase in the volume of crediting of mobile payments. It is known that, unlike traditional fields of activity, the market value of Internet companies does not have any material basis, and the more useful information the company has collected, the cheaper the production of a product (or service) becomes. Currently, the number of digital banks and financial institutions that do not have their own offices and ATMs is growing rapidly.

**The main part.** Among the main concepts of digital banks (digitalbanking) are customer orientation, the transition from the consortium concept to the digital banking concept, the development of CRM (Customer Relationship Management), the growth of trust in customers, the personalization of offers and the nature of mobility. The services of digital banks are observed in all spheres of life of modern people, first of all, mobile devices, social networks, information services, e-commerce, internet trade, etc. A digital bank offers its customers a variety of digital products and services using digital channels. Such banking infrastructure is optimized for digital communications and is not yet ready for the rapid change of digital technologies. Among the main tasks of such banks is to quickly inform the client about the status of his account numbers and transactions, and to find the nearest bank branch, ATM, and exchange point for him. In addition, a digital bank should provide its customers with such an online service that it can work on all platforms and focus its activities mainly on mobile devices.

We can point out seven main directions for improving the banking digital model:

- simplification of user services;
- development of new methods and tools of information management;
- use of open API system;
- cooperation and competition with financial and technical companies;
- development of mobile payments;

A complete transition to digital services will benefit not only banks, but also consumers, who will be able to use a variety of banking services quickly and conveniently. Innovative technologies based on modern ICT software and technical tools are being actively introduced in the banking system of the republic. The share of customers who regularly use remote banking services in the republic is steadily

growing due to many favorable factors. The low level of financial literacy of the population and lack of trust in cashless accounts prevent the rapid spread of digital channels of banking services. It is also worth noting that the transition of banks to digital services is a long-term and expensive process that requires active support from shareholders and the allocation of large amounts of funds. Currently, banks provide their customers with a number of online services and remote banking services.

In particular, the National Bank of the Republic of Uzbekistan offers its customers the following online services:

- 1) notification of bank transactions via SMS;
- 2) to inform about the performed actions by e-mail;
- 3) organization of personal IVR-cabinet for customers.

The practice of providing remote banking services and offering online services to clients shows that local banks offer limited types of online services, as well as the process of popularizing banking activities in relation to consumer requirements is taking place very slowly. If local banks provide a variety of financial services through digital channels, consumers would be able to use banking services anytime and anywhere. In order to develop the provision of remote banking services and the provision of online services to clients, it is suggested to take the following measures:

- 1) reducing the distance between banks and consumers using new technologies;
- 2) organization and development of banking services on the basis of regular consultation, working with clients in an interactive way;
- 3) development of collaborative relations between traditional banks and professional organizations on the introduction of digital technologies and their implementation;
- 4) attract customers to use new digital technologies in conducting banking transactions.

In order to actively introduce innovative types of banking services into the banking system, it is necessary to develop a strategy for the development of the digital economy in the republic. For this, it is necessary not only to invest, but also to thoroughly study the experiences of developed countries that have surpassed us in the field of digitization. The banking industry is one of the best examples of rapid digital development.

In short, with the transition to the digital economy, economic growth trends can change towards more active growth. On the one hand, in the coming years, the total size of the crypto-economy will reach a level comparable to the budget of individual countries. On the other hand, this economic activity is spread all over the world (the greatest intensity was observed in China, Japan, the countries of the European Union, the Scandinavian countries, the USA, South Korea and a number of countries in Africa), but its scale varies from country to country. in the total size of the economy

and not so significantly in the world scale. A number of countries (Switzerland, England, Israel, etc.) have also expressed their desire to create their own virtual currency, issued and controlled by their respective central banks, using blockchain technology. On the one hand, the introduction of blockchain and other technologies will undoubtedly increase the credibility of state virtual currencies, on the other hand, such an approach contradicts the main idea of cryptocurrencies (distributed and without central control) and cannot fully resist it .