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## Improvement of Business Processes in Insurance Activity in the Conditions of Innovative Development of the Economy

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**Abstract:** Insurance business processes of an insurance organization include activities (operations) such as development of an insurance product, its implementation through its sale, precisely these functional areas allow adding internal and external value.

**Key words:** insurance, business, insurance management, information communication, insurance services.

The main effectiveness of insurance activity is determined by the ratio of production and sale of insurance services (products). Accordingly, it can be noted that the definitions of the categories "insurance product" and "insurance service" are not correct to be mutually interpreted, but it should be noted that these categories are interrelated in business processes.

In these processes, the question of whether insurance operations belong to a service/product is controversially interpreted in insurance theory and practice.

This rule is explained by the fact that the features of insurance transactions are intrinsically immaterial, that is, they do not have their material form until they are implemented.

Insurance operations can be expressed as a labor product in connection with the costs of their implementation. At the same time, the essence of insurance activity is manifested in the inherent connection with the nature of probability.

Taking into account the specific characteristics of the activity of a certain organization, in particular, an insurance organization, it can be interpreted as its internal environment, such as planning, sales, financial and personnel policy, information supply and activity control, in terms of its functional areas, service provision (production, performance of work) .

It should be noted here that secondary insurance business processes do not directly contribute to value addition.

Able to quickly adapt to changes in the insurance industry and adapt to trends

Organization of insurance activities is as follows:

- information communication and digitization, mobile insurance service
- introduction;
- development of electronic marketing and commerce;
- application of the modular system of insurance services and products;
- improvement of insurance management;
- development of business methods aimed at reliable provision of high-quality insurance services to clients and ensuring their implementation;
- aimed at creating and developing a national insurance cluster new approaches are being used.

For example, in order to quickly provide insurance services, to radically improve their quality, prospective methods of monitoring, control and quality management are being improved and their effective use is being ensured.

The quality management processes of insurance services provided through this system are as follows:

- parameters of the services specified in the software documents;
- providing information to the client,
- mechanism for implementation of parameters set in the process of insurance product consumption (claims coverage, counseling);
- facilitation of bilateral relations;
- analysis of activity (operations) effectiveness.
- -identification of risks and their assessment.
- the hypothesis of the cause of insurance events and its critical evaluation;
- according to the description of business processes, development of an algorithm that describes their continuous operation in the environment of implementation;
- development, approval and implementation of programs suitable for the classification (goal) of improving business processes;
- development of business process reengineering programs;
- improvement and radical reconstruction of activity (operation) processes aimed at providing insurance services in accordance with new quality standards is required.

Today, a structural-technological, motivational and corporate culture transformation is observed, based on the systematic concept of financial instruments and financial asset management, which is directly influenced by the external environment and strategic improvement.

This process requires the introduction of digital technologies for the analysis of large volumes of data by applying a functional business method in the form of a multi-component matrix, which includes the possibility of providing a competitive service.

The improvement of the organizational structure of the insurance entity is achieved by determining the scope of specific tasks, rights and responsibilities for each department, as well as establishing the procedure for interaction with other departments. Risk-based approaches in the theory and methodology of assessing the financial condition of insurance activity increase the possibility of sustainable development of the insurance institution.

It is important to note that a common information base needs to be established for all insurers in the interest of fraud prevention, policy and loss accounting and reporting. This, in turn, creates the possibility of perfect competition (standardization) and is a factor in the formation of a statistical database related to insurance underwriting. Although a certain concept of the priority directions of the development of the insurance institute has been formed in the section of developing a solution to the problem of increasing competitiveness in the insurance activity, the issue of optimizing business processes in this activity is also gaining urgent importance.

The following are aimed at coordinating business processes in insurance activities:

- making changes to the development strategy of the insurance organization;
- change of personnel;
- increase the transparency of the business process system;
- -systematic actions such as business process restructuring can be distinguished.

Business processes for each specific organization are unique. Accordingly, it is possible to determine the standard criteria for assessing the quality of business processes, compare their parameters, study the impact of negative traditions on the development of the subject, as well as develop an algorithm of actions aimed at the trajectory of sustainable development and their elimination.

The implementation of such student-friendly business processes is ensured by comparison with the functional tasks of the structural structures of the insurance organization. For any organization, including an insurance organization, if it cannot fully ensure the fulfillment of the tasks set before the functional structural units, then its structural structure will not be optimal for business purposes.

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