
Improving the Quality of Customer Service in Banks

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Abstract: In the article, the banking services provided by banks and the level of customer satisfaction with banking services and the factors influencing it are researched based on theoretical and practical data. Also, based on the use of foreign experiences and the results of conducted surveys, the quality of commercial banks' customer service has increased, and the banks' more stable operation is based on this.

It is justified that the increase in the level of satisfaction of clients with banking services directly leads to the improvement of the quality of services provided by banks and the further development of interbank competition in the market of banking services, the wider use of modern types of services, and scientific proposals and practical recommendations have been developed.

The appearance of the client's trust in the bank with quality service and the types of trust as an external factor were considered and analyzed.

Key words: banking services, artificial intelligence, remote banking services, quality of banking services, bank customers, customer satisfaction level.

INTRODUCTION

In the era of economic and political changes, which are rapidly changing and causing society to adapt to certain conditions, interbank competition is also developing day by day. This, of course, will have a positive effect on the development of the banking practice of our republic, creating favorable conditions for bank customers, organizing the service system based on international standards, further increasing the quality of service, and creating a clear and quick mechanism for assessing the level of satisfaction of customers with banking services.

In our country, it is a good practice for banks to identify the needs and demands of customers and study them. Therefore, banks look at the issues of customer service and satisfaction of their needs holistically rather than fragmented. After identifying the needs, the bank will look for ways to further improve the quality of service.

Based on the requirements of the development of the national economy in our country, a lot of effective work has been carried out in this field, and these relations have been fundamentally improved in recent years. In particular, "in order to improve the quality of banking services, it is of particular importance that the issues of introducing indicators such as important performance indicators, customer satisfaction index with banking services, and the index of recommending banking services by customers to others are defined as the most important tasks in this direction.

Also today, expanding the penetration of banks into the regions and ensuring the provision of the same type of services in all settlements, wide introduction of information technologies and financial technologies into the banking system based on modern service solutions, ensuring adequate information security, as well as reducing the impact of the human factor in the provision of financial services such issues are given priority.

Analysis and results

Quality of banking services. The high quality of services provided by banks is a guarantee of victory in the fight for customers between banks.

The satisfaction of customers with the quality of service provided by banks as of 2022 **and** the performance indicator of loyalty to his bank.

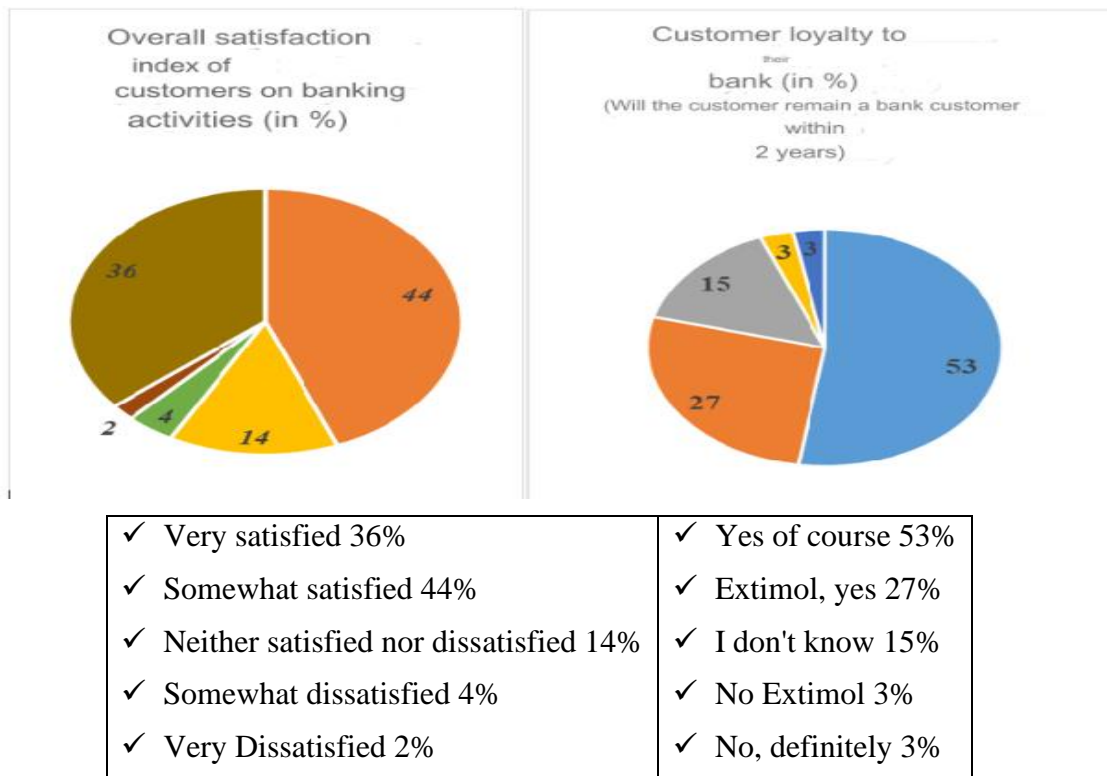


Figure 1. Customer satisfaction and loyalty (performance indicator).

Some customers are dissatisfied with the banking service, high interest rates on loans, mistrust of banks, poor service, including poorly qualified staff, insufficient advice and guidance on financial products and services provided by the bank, insufficient income to pay off loans, and loss of money. who expressed fears such as:

The banking industry is rapidly developing due to its use of online and electronic banking services as an effective and convenient tool for customer satisfaction, and its efforts to provide faster and more reliable services to customers through regular improvements. A number of factors influence the increase of customer satisfaction with banking services, and **they are internal and external factors** .

The provision of remote services, the quality of services and the attractiveness and safety of banking products are considered **internal factors** , while the level of financial literacy of the population, the client's trust in the banking system, and the rating of banks are considered **external factors** . Regular provision of quality remote service, product attractiveness and security will in itself change the external factors in a positive way.

are gradually introducing the use of **artificial intelligence programs** to attract customers and effectively implement banking operations . This, in turn, increases the probability of a certain reduction in the number of employees working in the banking sector, but the quality of service will be significantly increased, customers' time will be saved, satisfaction with the provided banking services will ultimately maintain the customer's loyalty and bring new customers to the bank.

Regarding the improvement of the quality of the services provided by the banks to the population, the customers mainly expressed their opinions such as expansion of AYTİ services, increase of

service speed, expansion of call center capabilities and improvement of service for plastic cards. (Source KUN.UZ)

Dekmak, in order to provide a better service to the population, it is considered urgent to implement measures aimed at quickly and qualitatively fulfilling all the needs of customers by commercial banks, first of all, by applying high technologies to the system.

The use of foreign experiences ultimately increases the quality of commercial banks' customer service as a result of the involvement of high technologies, and creates the basis for a more stable operation of banks. As an example, we can say that "Agrobank" ATB in our country was one of the first to launch the "Smart Office" system that works 24/7. It is considered a smart office where the human factor is completely eliminated.

Here, the customer can perform any banking transactions automatically with the help of a robot receptionist. The robot receptionist not only answers questions, but also provides information about all types of services, promotions and news provided by the bank.

In addition, the robot provides a detailed understanding of the possibilities of using the provided services and how to use the devices. Customers will be able to access their account which will appear on the robot's screen.



Figure 2. 24/7 – Smart office templates.

The robot also recognizes VIP customers. According to the information service of the bank, these smart offices delight customers, and in the near future "Smart Offices" will be built and put into use in all offices of the bank.

Economists Komwut Unyathanakorn and Nopadol Rompho noted that customer satisfaction with online banking services is positively influenced by constantly studying and meeting customer requirements for the quality and value of banking services.

Today, the development of digital technologies around the world directly leads to the development of online banking services and an increase in their use. This, in turn, creates the need to constantly update the quality of digital (online) banking services provided by banks and their prices, studying the opinion of customers. The purpose of this, of course, is not to lose customers, but to attract new customers.

Customer confidence in the banking system.

Clients' confidence in commercial banks increases directly due to the correct establishment of the bank's management system and bank's organizational structure,

the high qualification of bank managers and employees, as well as the good attitude of bank employees to their duties, the improvement of the bank's condition and the increase of the bank's reputation. This, in turn, creates the basis for an increase in the number of bank customers and an increase in bank income.

In the last 2 years, indicators of average and high level of confidence in banks have increased significantly.

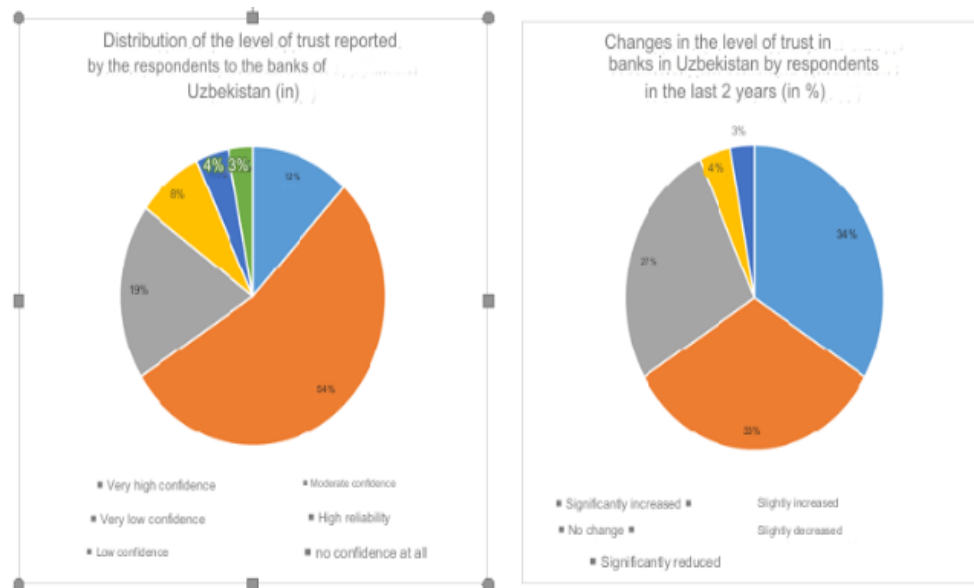


Figure 3 . General confidence in banks

If we consider the necessary factors to strengthen trust in the bank, we can divide them into three main ones.

Reduction of interest rates on loans. It is known that people look for the bank with the lowest possible interest rate and choose it. When the need is satisfied, the client's confidence in the bank increases. He does not think at all about changing his bank.

Improving the quality of service. Shortening queues, providing advice on banking services and complete information in a friendly manner, creating modern and convenient conditions for customers, and providing services as quickly as possible will increase the customer's trust in his bank, and in turn, he will leave the bank office satisfied. creates the ground.

Avoid bureaucracy and corruption. We know that some banks are still plagued by bureaucracy and corruption. The existence of such problems will have a negative impact on the stability of the bank. Also, an excessive increase in queues, implementation of illegal financial actions due to corruption can seriously damage the stable operation of the bank. Customers have never trusted banks with bureaucracy and corruption.

In addition to the above-mentioned trust-building factors, **we divide trust in the Bank's activity into four types:**



Figure 4 . Types of trust in banking activities.

Economist A. Rahimov believes that the high level of confidence of customers in the banking system leads to an increase in the deposit base of commercial banks operating in the country, and this, in turn, leads to the stability of banks.

That is, if we recognize their trust in the bank as a structural element of the indicator of satisfaction of customers with banking services, the high trust in the bank directly leads to an increase in bank deposits, which, in turn, leads to an increase in the source of income in the bank.

According to foreign economist S. Oblojin, the bank's customers are the basis for its stable operation. That is, the bank should have a permanent strategy aimed at establishing and developing long-term relationships with both existing and new customers . Therefore, banks constantly study and analyze their customers and their desires and wishes, and regularly implement appropriate measures, directly serve to increase customers' trust in the bank and the level of satisfaction with banking services.

If we give an example of "Khamkorbank" ATB, which has been operating stably in our country for many years, this bank relies on the mission of " **Maximum satisfaction of customer requirements by offering high-quality and technological banking products and services as a reliable partner**" and regularly creates additional conveniences of products and services. , providing fast and quality service, satisfying customers by using the latest technologies, further strengthening its stability and increasing the number of loyal customers. Also, there is a "Customer Service Standardization" department at "Khamkorbank" ATB, the most advantageous of which is that, on the basis of specially developed standards in the department, from keeping the offices, to the workplace, dress, behavior culture, not getting into or out of conflict situations, and to customers quality service control is carried out through "Mystery Customer" and "Mystery Call" checks, video surveillance and curatorial checks, covering the entire banking network.

the **Net Promoter Score (NPS)** agency on the level of loyalty of bank customers of our country are shown below. In this case, "**How likely are you to recommend your primary bank to a friend or colleague?**" the answers of the respondents to the question were summarized.

Table 1. Results of a survey to determine the level of customer loyalty

Supporters	Neutrals	Critics
40%	25%	35%

The NPS indicator of the banking sector of Uzbekistan is positive.

Today, in the conditions of the digital economy, the increase in the number of digital banks in our Republic encourages banks that have been operating for many years to compete with new digital banks. Any bank that does not want to lose its customers can maintain its stability by ensuring the highest level of service quality, using foreign experience, and applying high technologies to its networks in a fiercely competitive environment. It is not enough to offer banking products and

services on favorable terms and announce attractive promotions in order to maintain the trust of the client. Perhaps with the full implementation of the above reforms, it will be possible to maintain trust.

Conclusions and suggestions

In the process of working on this article, the following conclusions and proposals were formed. Among them: 1. Increasing the level of satisfaction of clients with banking services showed the need to approach it with a separate study of the factors that directly affect it and their structural elements. 2. It is necessary to conduct factor analyzes paying special attention to each factor, such as the provision of remote services by banks, the quality of banking services, the attractiveness and security of banking services, and external factors, that is, trust in the banking system. 3. Based on the above, the development of the banking system incorporating international experiences, especially the wide introduction of modern IT technologies in the sector, the development of support for the acceleration of digitization processes is one of the urgent tasks.

In conclusion, it can be said that people act with confidence and calmness in financial relations . In general, the population has few worries and fears about their financial situation. From the point of view of the population of Uzbekistan, banks are an important economic factor for the country. After the reforms implemented in the banking sector in the last 5 years , many positive changes have been observed, especially in terms of banking products, their terms and infrastructure, which has also been reflected in a neutral image.

Nevertheless, the lack of customer-oriented banking services, unnecessary bureaucracy, low level of professionalism and cases of corruption damage the image of banks. Public confidence in the banking sector has increased significantly over the past 2 years. In Uzbekistan, the level of satisfaction and loyalty of bank customers with the overall quality of service is good, but there are opportunities for further improvement. The top 3 factors to increase trust in the bank are to offer lower interest loans, improve customer service and reduce bureaucracy and fight corruption.

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