



Modern Banking Services and Customer Relationship

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Abstract: Modern banking services have changed the work of banks in a very large and accelerated manner, as communication and relations between customers led and financial institutions to understand and know the ideas and aspirations of customers, which imposed a great competition between financial institutions in innovation, development, and service provision. This article explains some services which banks provide taking into account customer inspiration.

Keywords: Modern banking services, aspirations of customers, financial institutions, customer relations, customer inspiration, customer inspiration.

The world is changing in terms of doing work in institutions and businesses. Internet, smart phones, and applications and social media provided organizations with the opportunity to easily communicate directly with their clients and establish a close relationship with them. Most of the banks in recent years have become providing their services via the Internet, where their transactions are completed with one click on the mobile application, which led to the development of these banks and the growth of their revenues. Modern banking services have changed the work of banks in a very large and accelerated manner, as communication and relations between customers led and financial institutions to understand and know the ideas and aspirations of customers, which imposed a great competition between financial institutions in innovation, development, and service provision.

It is not a secret that the poor services that bank customers suffer in many non-developed countries and the delay in keeping pace with the development taking place in the world, which made it difficult to compete and maintain customers. It has become necessary to evaluate the performance of these banks through their customers and to know their strengths and weaknesses in order to improve their performance, survival, continuity, and innovation.

During the past decades that have passed, some studies and empirical research on marketing, customer relations, and management have introduced the concept of gender in several ways leading to a better understanding of the subjective reflection of the nature of customers in interaction with services.

According to many surveys, a lot of studies employed the inspiration effect on the customer, but available data of the role of using modern banking services tests are very limited. Therefore, the main objective of this study is to investigate the role of using modern banking services. Below we would like to discuss some services that banks provide to manage customer relationship.

Customer Inspiration

Inspiration simply means the feeling of excitement and drive that you get from a person or thing that gives you new and original ideas. Clients are introduced to new and innovative ideas through the banking system at the heart of marketing, but surprisingly little is known about the state of customer inspiration and drive. Therefore, customer inspiration as a temporary motivational condition, which is given to inspire a client, plays a role in capturing and harnessing ideas. Therefore, different authors believe that inspiration is a motivational state that forces individuals to bring ideas to fruition and that this inspiration is important to the creative process and the goal is to achieve a goal related to the

consumption of a specific product or service. The use of inspiration has an important role in personal development and professional development for individuals. Inspiration plays a major role in changing or improving the individual characteristics and characteristics of people that lead to stability. Customer inspiration is a temporary, motivational state that facilitates acceptance of market-stimulated ideas for the innate pursuit of a consumption goal.

Electronic Banking

Electronic banking services perform a bank transfer or any online service or transaction as if you did it personally within a bank branch. For the success and effectiveness of the process of providing services to customers, banks have been able to use the Internet, as banks have created a ready-to-use banking system and created a customer database. Electronic banking services have many important advantages, such as lower costs and ease of use through mobile devices and other electronic devices, and it is also possible to communicate easily with customers, motivate them, and find out what ideas they bring to help build new services that satisfy their desires. Internet banking is an integral part of the new development in information and communication technology, as the financial sector seizes the opportunity to grow beyond reasonable doubts, and the wave of transformation in information and communication technology has led to accurately providing banking services to customers in terms of ease and cost of transactions through banking services online.

By understanding the basic elements of online banking, scholars in the field of management emphasized the need to investigate the factors that encourage and discourage sponsorship of online banking service evaluation. The banking sector in Iraq was developed and dealt with as an essential aspect of the advanced economy, as it provides electronic banking services to customers, and uses fast communications, information network security, and comprehensiveness, but it still suffers from many problems, for example, the need to be reviewed and communicated with customers to know their needs and aspirations to stimulate their ideas so that these banks can provide better services for continuity and success.

Mobile Banking Services

Banks have recognized the importance of financial applications in gaining a competitive advantage and establishing effective relationship and communication management with customers. When banks started offering services via mobile phone, customer usage rates were very low, which led to administrative and technical changes which aimed at encouraging customers to switch to this technology.

Efforts to enhance transaction processing along with the development of mobile devices as well as the international economic transformations that have occurred are among the factors that have led to the rapid adoption of this important technology in the banking sector. After the development of these services, it became possible for customers to access their financial resources remotely with the help of mobile devices. Mobile phone use in large numbers has become a beloved treasure for many users who are encouraging innovation in mobile banking. When banks introduce new services through mobile banking, they are able to attract new customers as well as retain existing ones. The ability to communicate instantly with customers helps solve complaints and reduce them in general. Four factors play a vital role when it comes to mobile banking: ease of navigation, level of personalization, quality of information, and rewards.

Banks and financial institutions are an internal part of the world of business. Given their primacy, it is inconceivable for any business organization to do business without a bank account or a banking transaction.

In other words, every organization, whatever is its structure, has to have bank dealings. Be it a partnership or proprietorship, private limited company or a public limited company, a government department or a society or trust, it has to have banking-related transactions in the course of its business.

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