

Effective Use of Digital Marketing Technologies in Commercial Banks

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Abstract. This article describes how commercial banks use digital marketing technology.

The purpose of the research is to study effective methods of digital marketing technologies in commercial banks of Uzbekistan.

However, the following problems in the provision of remote banking services by commercial banks in our country affect the quality of commercial banks' services:

- non-delivery of banking services to consumers of bank services with effective use of marketing technologies;
- Actual segmentation of the client base by static and dynamic attributes;
- Increase in sales due to the preparation of personal offers and marketing campaigns in various communication channels;
- Increasing control over sales performance due to relevant marketing analytics.

Keywords: commercial banking, remote banking, digital marketing technology, I-banking, I-mobile.

I. INTRODUCTION

With the development of market relations, the banking sector is required to increase the quantity and improve the quality of services provided to customers - legal entities and individuals. In this regard, in today's conditions, one of the promising areas of activity of credit organizations should be the provision of remote services to customers. At first, we consider it necessary to disclose the essence of the concept of remote banking services.

Due to the gradual transition of the Republic of Uzbekistan to a market economy, the legal framework for modern banking services has been established, and the country's banking system is adapting and improving international banking services. In particular, the Decree of the President of the Republic of Uzbekistan "On Additional Measures to Improve the Banking Accessibility" and the Central Bank Board on Information Protection in the Automated Banking System of Commercial Banks of the Republic of Uzbekistan, The regulations on licensing their activities are one of the most important legal bases for the provision of remote banking services di (Table 1).

Table 1.
Stages of legal development of electronic payment system and remote banking in the banking system of the Republic of Uzbekistan

| № | The name of the period | Regulatory document | Note |
|----|------------------------|--|---|
| 1. | 1991-2000 | Laws "On the Central Bank of the Republic of Uzbekistan" and "On Banks and Banking Activity". | The fact that cashless payments are made through banks and that all banking services are on equal terms. |
| 2. | 2001-2010 | Laws "On informatization", "On electronic digital signatures", "On electronic document management", "On electronic payments", "On protection of information in the automated banking system". | About protection of information resources and information systems, use of digital signatures, electronic commerce, electronic payments. |
| 3. | 2011-2018 | Decrees of the President of the Republic of Uzbekistan "On Measures for Radical Improvement of the Activities of the Central Bank of the Republic of Uzbekistan", "On the Strategy of Action for the Further Development of the Republic of Uzbekistan". | Expanding access to remote banking services, real-time billing management and remote banking services. |
| | | Regulations of the Board of the Central Bank on the protection of information in the automated banking systems of commercial banks of the Republic of Uzbekistan, on the activities of GlobUzCard Interbank Universal Retail Payment System, on the Procedure for Registration and Licensing of Banks. | Introduction of modern and advanced banking services in the development of remote banking services. On improvement of the mechanism of payment and payment system through interbank settlements and protection of information in it, on the procedure of remote banking services in digital banks. |

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II. RESEARCH METHODOLOGY

In the process of the study widely used and widely used such methods as analysis and synthesis, induction, deduction, grouping, digital systems in foreign countries, their introduction and experience of state stimulation.

Economic and mathematical methods were used to draw conclusions on the topic and to ensure the accuracy of the results.

III. THE EXTENT TO WHICH THE SUBJECT IS STUDIED

Unfortunately, in the domestic economic literature the essence of remote banking services has not been identified and studied at a sufficient level, and issues of their improvement have not been developed.

In this regard, we have presented the views of some foreign authors. According to V.M. Usoskina (1, Gayurov), remote banking is "providing customers with the opportunity to conduct banking operations without coming to the bank using various telecommunication channels". E.A. Utkin (2, Titarenko), according to V.M. Usoskina (3, Usoskina) notes that remote banking is "the provision of banking products (banking services) at a distance outside the bank's office, without direct customer contact with the bank's employees."

The process of interaction between the consumer and the staff of the bank, one of the most famous representatives of the so-called Nordic School of Service Marketing "Nordic School", Christian Grenros calls "interactive marketing". In his opinion, the quality of service is created precisely in the process of interactive marketing, and the main task of interactive marketing is the creation and maintenance of high-quality standards of service. The main factors in this case are the process of quality service and the behavior of the personnel providing the services. Therefore, for the possibility of a strategic impact on these factors, K. Grenros introduces two concepts: a functional-instrumental model of service quality and internal marketing. In addition to organizational changes, banks should also introduce a system of indicators that reflect the degree of customer satisfaction. A new trend in banking marketing is the involvement of sociologists in marketing research (4. Radukova).

IV. ANALYSIS AND RESULTS

Today, banks offer a wide range of long-term, long-range banking services. In particular, digital technologies such as e-banking, e-payment, e-conversion are implemented.

**Table 2
Number of users of remote banking services in the Republic of Uzbekistan in 2017-2019**

| Date | Legal entities and individually entrepreneurs | Individuals | Total |
|---------------|---|-------------|-----------|
| 01.01.2017 y. | 135 629 | 1 906 482 | 2 042 111 |
| 01.06.2017 y. | 185 877 | 3 306 267 | 3 492 144 |
| 01.01.2018 y. | 227 879 | 4 225 361 | 4 453 240 |
| 01.06.2018 y. | 291 947 | 6 245 995 | 6 537 942 |
| 01.01.2019 y. | 359 770 | 7 599 337 | 7 959 107 |

The bank's marketing policy in the retail market includes product, pricing and marketing policies.

The product policy of the bank determines the range of banking services. The development and implementation of a bank's product policy requires: clear long-term goals for the provision of services, a developed strategic policy for the promotion and marketing of banking services, a good understanding of the banking market, and a certain availability of own resources.

Banking marketing is the management activity, searching and using the bank the most profitable markets for banking products, taking into account the real needs of the clientele, using basic marketing methods to achieve maximum profit. Each modern bank, striving to gain a leading position in the market, is developing its marketing policy. Banking marketing can be defined as a strategy for identifying and researching the needs and preferences of the company in the services of the bank for commercial use.

The bank's marketing policy in the retail market includes product, pricing and marketing policies. The implementation of retail projects is planned to be carried out in several stages: studying the market and customer needs, creating the infrastructure and technological base for a product or group of products, and starting mass sales of the product.

At the heart of modern banking marketing is a strategy to maximize customer satisfaction, which, in turn, leads to a significant increase in the profitability of banks.

Recently, there has been a need to increase the strategic and organizational role of banking marketing, which is based on the effective use of new information technology. Banks spend considerable money on adapting and optimizing the distribution and marketing networks of banking products and services to new customer needs. The visible results of these efforts are the new automated equipment of bank branches, the development of various forms of remote servicing, etc. E-business began its development precisely with commercial banks, when an electronic digital signature appeared, which formed the basis of electronic banking.

E-banking is becoming increasingly popular and competitive compared to traditional banking. This is facilitated by the advantages that this type of banking provides not only to the bank's customers, but also to the bank itself.

On the one hand, a commercial bank can increase its profitability and competitiveness by increasing the number of e-banking services, up to a complete transition to e-banking. So there are completely electronic banks (Net-Only Banks), which do not have a single office except the central one.

Contact center - a module that provides effective management of incoming phone calls of customers and flexible allocation of resources. The most common function is the ability to select the method of distributing incoming calls: the call is forwarded to the least busy employee (having the least number of expected calls), the call is forwarded to the first vacant employee, depending on the context on the respective products. Own processing center - a fully functional processing system that provides card issuance and acquiring operations performed with their use, connection in real time of terminal equipment (ATMs, electronic terminals, self-service devices).

Remote banking. Internet banking, telephone banking, mobile banking. Remote banking tools allow customers to conduct certain types of operations, being located almost anywhere in the world.

The experience of foreign banks shows that these case studies are really necessary. Banks may have their own staffing structures or attract outside specialists. And in fact, and in the other there are pros and cons. The sociological service with which you constantly work is like a personal doctor who you trust in many respects and who bears a certain burden of common "family secret", corporate responsibility. But on the other hand, the opinion of specialists is formed through the prism of this corporate spirit, it is subjective. It is subjective at the stage of development of the tool, questionnaire questionnaire-interview, it is subjective at the stage of interpretation of the results. Sometimes it's enough to involve full-time sociologists, but when you need to make completely neutral positioning, for comparison, you need to attract outside experts. Experience and practice show that the main sociological tools are questionnaires or interviews. With their help, more than 90% of sociological research is carried out.

The most popular and widely used are Internet banking and mobile banking. A number of banks in Uzbekistan provide these services not only to legal entities, but also to individuals.

Internet banking is a remote access to a bank account and a real-time control over the Internet from your desktop or laptop during the daytime hours. Mobile banking offers almost the same opportunities, but in this case the mobile phone control is a mobile phone.

Today you can count the banks that provide Internet banking or mobile banking services to individuals in the domestic market. At the same time, the increase in the number of Internet users in Uzbekistan (as of January 1, 2019, according to UzA, 7,959,107 people) provides banks with a serious thought about providing Internet services.

Mobile banking is a logical development of Internet banking. However, today many local banks allow the incomplete version - sending and receiving SMS - which provides the SMS with information about current balances and cash flows on deposit accounts, including bank account holders UZKART.

Opportunity to manage your account via mobile phone: Uzpromstroybank, Asakabank, Trastbank, Microcreditbank, Aloqabank, Universalbank, Samarkandbank, Hi-Tech Bank, Asia Alliance Bank, Turkistonbank, Uzbek-Turkish Bank, UzKDB, Silk Road Bank and NBU. Some of them inform their customers about their bills via email, fax and landline.

It is worth noting that the emergence of mobile e-payment system "SMS-Toleu" will contribute to further development of Internet banking in Uzbekistan. The system of cashless payments is a system of acceptance of payments produced by the bank's automated payment management system between the sending company of the customer.

The SMS-Payment system is unlike the mobile banking service, which allows you to make payments through SMS and make payments through the Internet via your mobile phone. In addition, the system also allows the customer to pay for the purchase of goods and services through a personal account on the company website.

Remote banking services provided by national banks are programs that run on-line, and are popular among consumers aged 18-40 with internet access skills.

Table 3
Remote banking services used by some banks in Uzbekistan

| № | Commercial Bank | Remote banking services |
|----|-----------------------------|--|
| 1. | KapitalBank | SMS-banking, InfoService, Mobile24 |
| 2. | Sanoatqurilishbank | My bank, My inquiries, Internet banking, Personal cabinet, Home banking. |
| 3. | National Bank of Uzbekistan | IBANK, WEB-MILLIY |
| 4. | Asia Alliance Bank | My Alliance mobil bank, Corporate Internet Banking, Personal Cabinet, Personal cabinet of VISA / Union pay |

Despite the variety of services offered by commercial banks in Uzbekistan, the lack of awareness and skills of the population at the age of 45 and older indicates that the commercial banks do not use digital marketing technologies effectively.

Commercial banks should implement marketing technologies based on age, education and opportunities of the population. Including:



1. Classification of population by age using digital banking technologies.

For users of banking services aged 18-25, it is advisable to use marketing technologies through social networks.

As most of the 26-45-year-olds are following official news channels and trusting information provided through official channels, it is advisable to publish instructions on banking services and their use on official news channels.

Commercial banks will be able to increase the number of bank customers by providing information on banking services through the TV, given that 45-year-olds are watching digital TV.

2. It is advisable to adapt the official website of the bank for the visually impaired and visually impaired consumers. This adjustment of the official website of the Bank indicates the attention of banks to their clients.

3. The bank's marketing research should not be an advertising activity of the bank, but it should also be part of the research, including questionnaires for bank customers, short-term training courses on the use of remote banking services.

V. CONCLUSION

Technology allows you to attract and serve customers at a higher level. Previously, customers came to the bank through advertising. Now clients choose a bank, the necessary services, consultations and technologies, receiving information on social networks (5, Kommersant).

As a result of effective digital marketing research by commercial banks, it becomes easier for consumers to have access to banking services, but customer service is a key factor in increasing the profitability of the bank.

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