

## DEVELOPMENT TRENDS AND DISTINCTIVE FEATURES OF ONLINE INSURANCE

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In the conditions of intensive informatization processes, modern society requires an active implementation of information technologies in the insurance industry. Since the use of modern information technologies is necessary for the development of insurance services. To ensure the reliability and transparency of the financial and economic activities of insurance companies, as well as in pursuance of the Decree of the President of the Republic of Uzbekistan dated 03.04.2014 No. PD-2158 "On measures for the further implementation of information and communication technologies in the real sector of the economy" measures for the implementation of information technology in business processes.

Much attention is paid to the widespread application of information and computer technologies and software products in the document management system, accounting, and reporting, financial and economic activities, organization of production, and technological processes. The work is aimed at improving the quality of services, reducing their cost through the introduction of modern information systems and software products for accounting and rational use of material and technical resources and regulation of mutual relations with customers.

Insurance service for the client base is one of the important elements in the activity of an insurance company. It is the level of insurance service that has a direct impact on demand. To improve the quality of service, it is essential to significantly increase the ability of customers to timely and conveniently receive the necessary information on a specific insurance product or service, including through a mobile phone or other mobile devices.

The online store of insurance services is a unique opportunity to obtain different types of insurance without visiting the office. The whole procedure is carried out directly on the website, where the client fills out a questionnaire, uploads documents, and pays. The process takes only a few minutes. After sending the information to the server, the request is quickly processed. The customer receives a ready-made insurance policy within one working day. The document is delivered by a courier, with whom you can also pay when choosing a cash payment method.

The advantages of online insurance on the website [www.insurance.uz](http://www.insurance.uz) also include the following features of the resource:

- calculating the cost of insurance services using an online price calculator;
- selection of the optimal payment method (e-wallets, cash);
- free delivery by courier to the address specified by the customer of the policy;
- Customers who want to insure their health, real estate, get a CTP or get other insurance services quickly appreciated its advantages of online insurance, such as:
  - maximum time savings on registration without visiting the insurance company's office;
  - minimum delivery time (the finished policy is delivered free of charge during the working day);
  - different payment methods for services, including payments via terminals and Click, Payme systems;
  - consultations over the phone and by email on the conditions and registration of insurance.

In addition, in order to increase the interest of users in online services, the project organizers provide discounts on voluntary types of insurance. Furthermore, companies provide payment for insurance services even without prior registration on the official website. Using the MBank system, the client has the opportunity, without leaving his workplace, to pay from his plastic card for the insurance product.

In pursuance of the Law "On Appeals of Individuals and Legal Entities" with the use of modern information and communication technologies, the company can submit an appeal in writing, through the official website of the companies, through a single portal of interactive government services, and if there are complaints and suggestions, you can use service of direct video communication with the management of the company.

The companies are taking measures to implement the state program for the further development and widespread introduction of information and communication technologies and software products.

In particular:

- completed measures for the acquisition of a hardware and software complex and equipping workplaces with modern computer technology;
- work is underway to organize secure data transmission channels for regional branches of the company, over the TAS-IX network using FTTx technologies at a speed of at least 5 Mbit/s;
- measures are being completed to automate the distribution of information to customers and shareholders of the company using SMS and e-mail;
- work is underway to develop a mobile application for registration and purchase of insurance services of the company;

– work is underway to introduce an automated system for receiving applications from legal entities online to receive compulsory insurance services for OCCLI, OCECLI, OSGOP;

– Work is underway to introduce an automated system with the capabilities of remote retraining, advanced training, and personnel testing.

It should be noted that insurance companies pay special attention to studying foreign experience in the implementation of ICT in the insurance business.

At the end of the article, we add that insurance through an online store is the best choice for residents of Tashkent and other cities of Uzbekistan. In particular, this format is convenient in the context of the COVID-19 pandemic, as it allows you to get an insurance policy while staying at home or in your own office.

## **DISTINCTIVE FEATURES AND IMPORTANCE OF DIGITAL INSURANCE**

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Digital insurance, is the signing of insurance contracts, their renewal, the reporting of accidents, or the performance of any other insurance-related activity that is carried out using some hardware or software solutions. Digital insurance typically includes websites, apps, web programs, custom-designed devices, and other means.

It should be noted, that the term digital insurance is not entirely new. From the late 1990s to - early 2000s. digital insurance in parallel with the term “insurance of electronic risks” (and partly with the term “insurance of e-commerce”). Is, applied to insurance programs for electronic devices, implying insurance of not only traditional but also specific property risks, such as power grid failures, failure of air conditioning systems air, as well as a certain part of informational risks<sup>1</sup>.

Digital insurance (insurance of electronic risks) more than 15 years ago was understood as traditional insurance associated with the need for protection against specific risks.

At the same time, the digital economy has brought new content to the concept of digital insurance, expressed in its duality.