

**Challenges and opportunities of digitalization development on the example
of Liberty Bank**

Tamar Chikobava

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Academic supervisor, Salome Danelia

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Annotation

The improvement of digitization in the Georgian keeping money segment has a noteworthy affect on both client fulfillment and operational proficiency. The reason of this paper is to analyze the challenges and openings of digitalization on the illustration of Liberty Bank and to conduct a comparative investigation with the existing writing data.

The investigate comes about appear that the larger part of clients effectively utilize the bank's computerized administrations and are fulfilled with their usefulness. More than 70% of buyers

utilize a versatile application each day to carry out money related exchanges, and 60% frequently utilize Web keeping money. In any case, 40% of clients experienced specialized issues when utilizing computerized administrations, demonstrating that there is a require for improvement.

Consumers' sense of security is too critical. 65% of shoppers say they are sure or exceptionally certain in their bank's security measures. These information are steady with the writing, which shows that the hazard of cyber security issues increments with the utilize of mechanical innovations.

Goderdzishvili (2023) in his work "A unused period of managing an account in Georgia: Prospects of computerized bank" emphasizes that digitization essentially makes strides keeping money administrations and increments the level of client fulfillment. Sebti (2022) in his paper "Keeping money in the advanced age: Issues and challenges" focuses out that digitalization permits banks to rapidly and productively meet client requests, but with the utilize of innovative developments, the hazard of cyber security issues increases.

To effectively execute the digitization prepare, banks must proceed to make strides their mechanical foundation, fortify cyber security measures, and create client instruction programs. It is moreover imperative to make imaginative items and administrations, inquire about client fulfillment and collaborate with fintech companies.

Technological foundation advancements incorporate server overhauls, organize framework overhauls, and information center updates. Guaranteeing cyber security includes overhauling security frameworks and persistent checking to secure client information from cyber assaults. Monetary instruction is vital so that clients can utilize bank administrations effectively and safely.

The improvement of inventive items and administrations incorporates progressing portable applications, expanding the usefulness of online managing an account and making modern money related items. Client fulfillment overviews give data on issues that require to be

progressed. Participation with fintech companies makes a difference to make imaginative innovations and services.

The advancement of the digitization prepare in the Georgian managing an account division is an critical progress that increments the level of client fulfillment and operational effectiveness. Be that as it may, specialized issues and cyber security issues stay noteworthy challenges. Taking into account these proposals, the Georgian managing an account division will be able to assist create and make strides the quality of its administrations and the level of client satisfaction.

keywords

Digitization, Georgian keeping money segment, client fulfillment, mechanical foundation, cyber security, budgetary instruction, inventive items, fintech companies, Liberty Bank.

Introduction

Relevant of the research topic

These days, digitalization is considered as a major transformational handle that altogether changes not as it were the worldwide economy, but moreover particular segments. The Georgian keeping money segment is one of them, which faces uncommon challenges and openings in the foundation of digitalization. The three biggest banks in Georgia - Liberty