

ISSN: 2181-4058

DOI Journal 10.56017/2181-4058

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Journal of

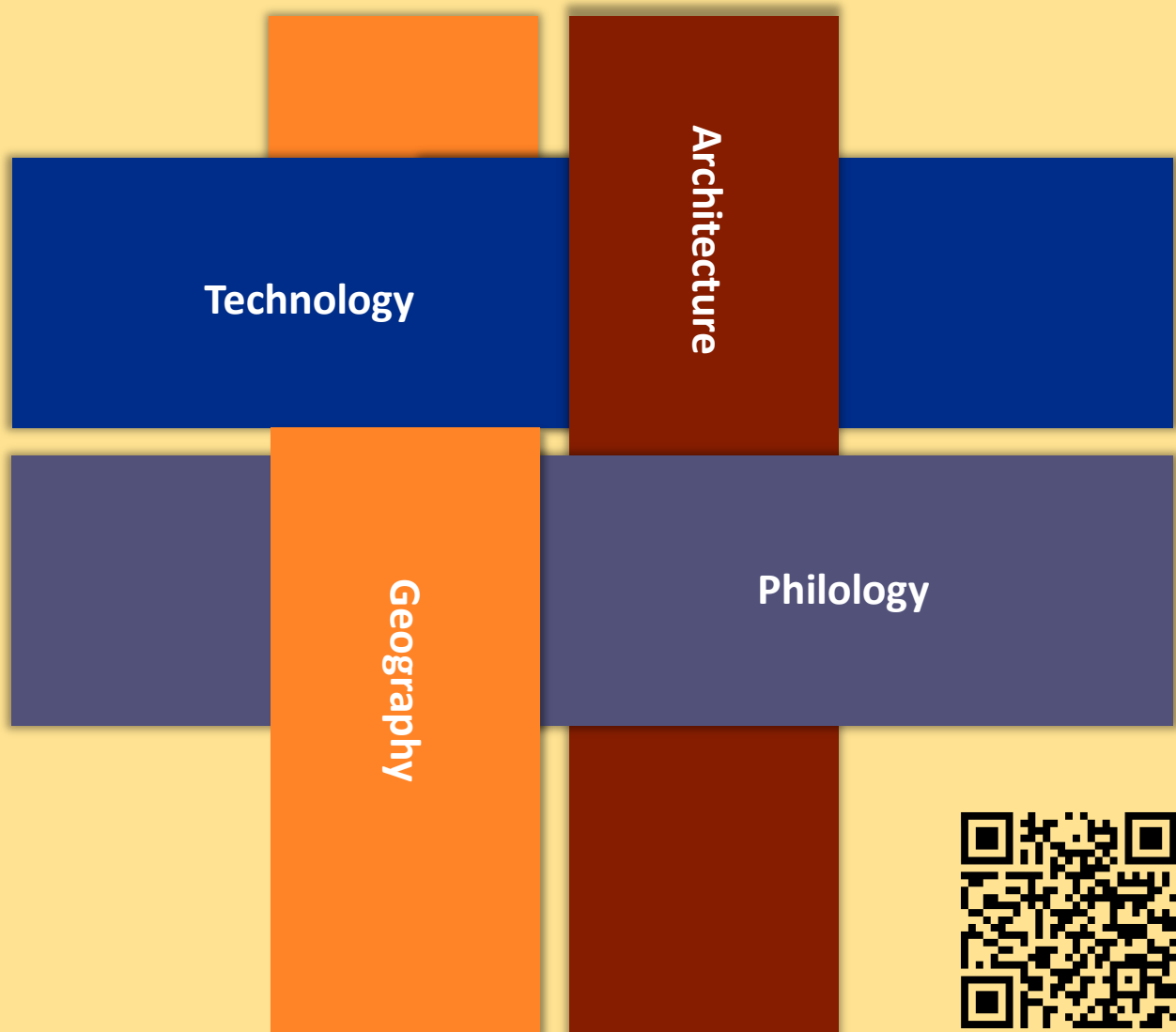
## RESEARCH

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ТАДҚИҚОТ ВА ИННОВАЦИЯЛАР | ИССЛЕДОВАНИЯ И ИННОВАЦИИ

Volume I, Issue 8



IMFAKTOR  
PAGES

AUGUST | 2023

ISSN: 2181-4058  
DOI Journal 10.56017/2181-4058

# ТАДҚИҚОТ ВА ИННОВАЦИЯЛАР ЖУРНАЛИ

I-ЖИЛД, 8-СОН

ЖУРНАЛ ИССЛЕДОВАНИЯ И ИННОВАЦИИ  
ТОМ-I, НОМЕР-8

JOURNAL OF RESEARCH AND INNOVATIONS  
VOLUME-I, ISSUE-8

ТОШКЕНТ - 2023

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ЖУРНАЛ ИССЛЕДОВАНИЯ И ИННОВАЦИИ | JOURNAL OF RESEARCH AND INNOVATIONS

№ 8 (2023) DOI <http://dx.doi.org/10.56017/2181-4058-2023-8>

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Мазкур журнал **6 та** халқаро маълумотлар базаларида индексланган бўлиб, жорий йил учун **UIF 2023 = 7.1 “импакт-фактор”** кўрсаткичига эга. Ўзбекистон Республикаси Олий таълим, фан ва инновациялар вазирлиги ҳузуридаги Олий аттестация комиссиясининг 2023 йил 24 июлдаги 01-02/1199-сонли хатига мувофиқ ушбу журналда чоп этилган мақолалар **хорижий мақолалар сифатида тан олинади.**

Саҳифаловчи\Page Maker\Верстка: Абдурахмон Хасанов

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# ТАДҚИҚОТ ВА ИННОВАЦИЯЛАР ЖУРНАЛИ

ЖУРНАЛ ИССЛЕДОВАНИЯ И ИННОВАЦИИ | JOURNAL OF RESEARCH AND INNOVATIONS

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<https://doi.org/10.5281/zenodo.8285590>

## **AUTSORSING XIZMATLARI RAQAMLI PLATFORMALARINI TAKOMILLASHTIRISHDA YUZAGA KELADIGAN QIYINCHILIKLAR VA ULARNI BARTARAF ETISH USULLARI**

### **ANNOTATSIYA**

Mazkur maqola outsorsing xizmatlarining raqamli platformalarini takomillashtirishda duch keladigan muammolarga qaratilgan va ularni bartaraf etishning turli strategiyalarini muhokama qiladi. Outsorsing xizmatlarini raqamlashtirish ko'p foyda keltiradi, ammo u diqqat bilan ko'rib chiqishni talab qiladigan muammolarni ham yuzaga keltiradi va ularni engishning samarali usullarini taklif qiladi.

**Kalit so'zlar:** outsorsing xizmatlari, raqamli platformalar, sifat nazorati, ma'lumotlar xavfsizligi va maxfiyligi, integratsiya va muvofiqlik.

## **ПРОБЛЕМЫ И МЕТОДЫ ИХ ПРЕОДОЛЕНИЯ ПРИ СОВЕРШЕНСТВОВАНИИ ЦИФРОВЫХ ПЛАТФОРМ АУТСОРСИНГОВЫХ УСЛУГ**

### **АННОТАЦИЯ**

В этой статье основное внимание уделяется проблемам, возникающим при разработке цифровых платформ для аутсорсинговых услуг, и обсуждаются различные стратегии их преодоления. Цифровизация аутсорсинговых услуг приносит много преимуществ, но также создает проблемы, которые требуют тщательного рассмотрения и эффективных способов их преодоления.

**Ключевые слова:** аутсорсинговые услуги, цифровые платформы, контроль качества, безопасность и конфиденциальность данных, интеграция и соответствие требованиям.

## **CHALLENGES AND METHODS TO OVERCOME THEM IN THE IMPROVEMENT OF DIGITAL PLATFORMS OF OUTSOURCING SERVICES**

### **ANNOTATION**

This article focuses on the challenges faced in developing digital platforms for outsourcing services and discusses various strategies to overcome them. Digitization of outsourcing services brings many benefits, but it also creates challenges that require careful consideration and suggest effective methods to overcome them.

**Key words:** Outsourcing services, digital platforms, quality control, data security and privacy, integration and compliance.

In today's advanced age, like many industries, there is a need to introduce modern technologies in the transport system and management of logistics processes. Companies offering outsourcing services in the transport system are no exception, they can survive in this competitive environment only by introducing modern outsourcing digital platforms. Not only is conducting research on their further improvement. In particular, a number of reforms in this regard are being implemented in the Republic of Uzbekistan. Taking into account that Uzbekistan is currently at the stage of transition to digital economy, it is appropriate to approve the strategy of the President of the Republic of Uzbekistan "Digital Uzbekistan-2030" and measures for its effective implementation. Decree No. PF-6079 dated October 5, 2020 opened a new page in the policy of developing not only digital economy but also transport logistics in our country [1].

The task of our research is to make recommendations for the introduction of new and methods for improving digital platforms in the development of outsourcing services. The purpose of our research is to identify the challenges that arise in the creation of modern digital platforms in the development of outsourcing services, to solve them and to ensure effective management.

Autsorsing xizmatlari transport tizimida murakkab soha bo'lganligi sababli bu operatsiyalarni boshqarish jarayonida juda ko'plab qiyinchiliklarni yuzaga keltiradi. Bu borada bir qator autsorsingni boshqarish va samarali provayderlarni tanlash bo'yicha bir qator ishlar amalga oshirilgan bulardan: The scope of this research topic Dr. Jan Steudel has conducted research and published an article (2014) entitled "Digital platforms and their impact on transport logistics outsourcing"[2].

Dr. Hongliang Zhang has been conducting research on the use of digital platforms for transportation outsourcing since 2010. Dr. Zoltan Andreykovich has carried out a number of methodological works on the topic of "outsourcing in transport logistics and the role of digital platforms in this process" (and in our research topic we are studying above, the methods of comparative analysis of the results of the global survey of scientists are used [3].

Raqamli platformalarni takomillashtirish esa ko'plab muammolarni yechimi bo'lish bilan birga ko'plab va qiyinchiliklarni keltirib chiqarishi mumkin:

1. Security and data protection: One of the biggest challenges that outsourcing service providers face in improving their digital platforms is ensuring data security and protection. This is especially important for sensitive customer information. To overcome this challenge, service providers should invest in robust cyber security measures such as regular security audits, encryption protocols and strict access controls. Implementing industry best practices and adhering to data protection regulations will help build trust and confidence among customers.

2. Scalability and flexibility: Another challenge is the ability to expand and adapt their digital platforms to meet the changing needs of customers. Service providers should design their platforms to be flexible and easily configurable to meet different requirements. This may include implementing a modular architecture that leverages cloud-based infrastructure for scalability and using agile development methodologies to rapidly iterate and improve the platform based on customer feedback.

3. Integration and Compatibility: Integrating their digital platforms with existing systems or third-party applications can be a complex challenge. Service providers should prioritize building APIs and connectors that allow easy integration with popular systems. Adopting open standards and collaborating with customers and partners can facilitate seamless data exchange and interoperability.

4. User Experience and Usability: Providing a seamless and intuitive user experience is critical to the success of a digital platform. Providers should invest in user-centered design methodologies and conduct thorough usability testing to identify pain points and optimize user flows. Regular feedback from customers and end users should be incorporated to continuously improve the usability of the platform.

5. Knowledge transfer and training: Training and empowering employees to use the digital platform effectively can be difficult. Service providers should provide comprehensive training materials, online documentation and user support to ensure seamless transfer of knowledge. Offering regular training sessions or online webinars can further boost user adoption and help increase the platform's value to customers.

6. Communication and Collaboration: Effective communication and collaboration play a crucial role in outsourcing services. However, with digital platforms, there can be challenges in maintaining clear and consistent communication due to language barriers, time zones, and cultural differences. Ensuring that all parties involved in the outsourcing process are on the same page and working towards the same goals can be challenging.

7. Quality Control: Maintaining quality control across different outsourcing teams can be difficult. Because the work is often performed by teams in different locations, there can be differences in the quality of work and the level of adherence to standards. Ensuring consistent quality across all outsourcing teams is critical to delivering satisfactory results to clients. Besides while digital transformation offers unique opportunities for organizations to innovate and grow, it also forces critical thinking and rethinking of the fundamentals of your business. The 11 most important challenges to consider when implementing digital transformation projects in 2023:



Figure-1. Most digital transformation challenges

At the same time, a number of comparative analysis, survey, analysis and modern methods were used to improve digital platforms in the development of outsourcing services, and we will mention the most effective methods:

1. Invest in Communication Tools: To overcome communication and collaboration challenges, companies should invest in advanced communication tools that facilitate real-time video conferencing and document sharing. These tools should have features that support multilingual translations, ensuring effective communication despite language barriers. Regular meetings and training sessions also help build rapport and understanding between teams.

2. Set clear expectations and standards: To ensure quality control, it is important to set clear expectations and standards from the beginning. This includes providing outsourced teams with detailed instructions on standard operating procedures and training materials. Regular performance review and feedback sessions help identify and resolve any quality issues and ensure consistency in the work assigned.



Figure-2. Importance of international communication tools

3. Cultivating a culture of cooperation and teamwork: Building a strong team spirit and fostering a culture of cooperation can help overcome the challenges of outsourcing. Encouraging regular communication and knowledge sharing among team members can increase collaboration and productivity. Companies can also organize regular team activities and virtual social events to foster a sense of belonging among outsourcing teams.

4. Continuous monitoring and improvement: It is important to constantly monitor the performance and progress of outsourcing teams. Regular performance appraisal and feedback sessions help identify areas for improvement and take necessary corrective action. Additionally, companies should actively seek customer feedback to ensure customer expectations are met and to identify areas where the digital platform can be further improved.

5. User-centered approach: prioritizing the needs and requirements of end users is an important factor in improving the platform. User research feedback mechanisms and usability testing should be incorporated into the improvement process. This allows for a better understanding of user preferences and expectations, which can be used to guide the development and improvement of the platform. By focusing on user experience, the platform can be made more intuitive and user-friendly.

6. Agile development methodologies: Agile methodologies like Scrum or Kanban can be adopted to effectively manage the improvement process. These methodologies enable iterative development with frequent iterations and flexibility, which is important when dealing with the complexities and uncertainties often associated with digital platform improvements. Using regular sprint retrospectives and continuous integration helps ensure that improvements are made in a timely and efficient manner.



*Figure-3. Agile software development methodology*

7. Data-driven decision-making: Using data analysis and insights can significantly assist in identifying areas for improvement and making informed decisions. By collecting and analyzing data related to user behavioral platform usage and performance metrics, businesses can gain valuable insights into areas of the platform that need improvement. These insights can inform decision-making and prioritize areas for improvement, leading to more targeted and effective improvements.

8. Strong Security Measures: With increasing reliance on digital platforms, security issues have become a priority. It is very important to ensure the security of the platform and protect sensitive user data. Implementing industry-standard security measures, conducting regular security audits, and adopting secure coding practices can help reduce security risks. Regular monitoring and proactive review of security vulnerabilities are essential to building trust among users and maintaining the integrity of the platform

In conclusion, improving digital platforms in outsourcing services requires a holistic approach that addresses the needs of all stakeholders. By fostering effective communication, adopting a user-centric approach, ensuring accountability and flexibility in data-driven decision-making, and implementing robust security measures, businesses can overcome challenges and ensure successful improvements to their digital platforms. By addressing these challenges and continuously iterating and improving their digital platforms, service providers can increase their competitiveness, provide better value to customers, and drive overall business growth.

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ISSN: 2181-4058  
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JOURNAL OF RESEARCH AND INNOVATIONS  
VOLUME-I, ISSUE-8

«Тадқиқот ва инновациялар» электрон журнали 2022 йил 22 декабрь куни № 054912-сонли гувоҳнома билан оммавий ахборот воситаси сифатида давлат рўйхатидан ўтказилган.

Муассис: «IMFAKTOR Pages» масъулияти чекланган жамияти.

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