

## Establishing the Optimal Balance between Costs, Products, Services and Results of Activities Beneficiaries

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**Abstract:** *The article covers methods for establishing the optimal relationship between the costs of service products and results in order to identify the amount of costs per participant - the client. The special features of a worker providing social services are given, the client's attitude to the quality of service is highlighted. Specific proposals are given on the need to achieve the effectiveness of improving services, taking into account the use of information about the life situation of service recipients.*

**Key words:** *client satisfaction with services; social worker, situation, efficiency, additional assistance, service provider, license, quality of services, competition, monitoring principle, effectiveness.*

**Relevance of the topic.** A clear understanding of the criteria of service products is necessary to know how much is invested in certain products (services) and how much participation in the program of one client costs. At the same time, it becomes possible to compare various management decisions depending on the cost of certain products, services and results (e.g., when choosing service providers) and make the most effective decision on the combination of costs and results. The solution to these issues is relevant and requires its solution.

**Review of the status of availability of costs for products and services and their analysis (monitoring).** Analysis (monitoring) of the effectiveness of activities must be carried out in the context of results-based management. This is important because it creates conditions in the context of results-based management not only to actually formulate expected results, but also to organize activities aimed at achieving them, and not to forget to regularly monitor the extent to which these results are actually achieved.

**Review of the performance status of the entity providing services.** Analysis (monitoring) – systematic observation of changes in the client's life in order to identify its compliance with the desired results.

the main principles of monitoring the effectiveness of social services should be:

Firstly, the correct interpretation of the expected result – social service. The expected result of social service is the satisfaction of clients with the way services are provided to them;

secondly, determining the need to collect information for measurement

to measure the actual effectiveness of the customer's own demand using a special questionnaire;

thirdly, measuring the effectiveness, i.e. the degree of client satisfaction with the provision of services, not in general in relation to the client's attitude towards the way his social worker provides services to him, but in relation to the worker's specific visit to the client and the specific services that were supposed

to be provided and were provided during that visit. Such an approach should make it possible to specify the real degree of client satisfaction with the way services are provided to him and avoid excessive generalizations that may occur when determining the degree of client satisfaction on the basis of one question: how satisfied are you with the way your social worker provides you with services?

The technology also involves finding out the client's attitude towards the quality of service in general, but it does so in a more specific way, finding out whether the client confirms or refutes a number of specific positive and negative statements about the work of their social worker.

**Conclusions on the reasons for this or that level of actual performance and the possibilities for realistically improving the quality of service.** When summarizing the effectiveness of social services for a client, it is necessary to identify the life situation of the client, in particular, the deprivations he/she has, taking into account the information. The more deprivations the client experiences, the more difficult it is to achieve the effectiveness of the service. That is, there is an inverse relationship. Deprivations include: the client's deteriorated health, property and housing deprivations, limited self-service capabilities, the absence or limitation of additional assistance received in addition to the help of a social worker. The amount of assistance the client receives from social workers is also taken into account. This approach makes monitoring the effectiveness more informative and fair in relation to service providers.

It is important to note that when determining the client's deprivations, it is necessary to use not a "status" approach, but a functional one. In other words, find out not whether the client has a visual disability group, but whether he can read literature, names of medicines and watch TV. That is, find out precisely the client's ability to perform certain actions without outside help. Information about the client's life situation must be collected by interviewing the clients themselves using a special questionnaire.

Thus, analysis and new monitoring technology make it possible to collect information on the effectiveness of home care, taking into account key related factors.

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