

METHODOLOGY OF SOCIAL SERVICES STUDY AND APPLICATION OF KPI SYSTEM

Karjavova Khurshid Abdumalikovna

Associate Professor, PhD, Samarkand State University named after Sharof Rashidov

Abstract. *This article analyzes the methodology for studying social services and methods for assessing their effectiveness. Research methods, a systematic approach, impact and effectiveness analysis, as well as the importance of the KPI system are considered. Innovative approaches to improving the quality and effectiveness of social services are also discussed.*

Keywords: *social services, methodology, research methods, KPI, efficiency, monitoring, evaluation*

Social services are an important component of modern society and are a system aimed at assisting various social groups, especially vulnerable groups, improving their well-being and ensuring social stability. Social services include various services that meet the needs of citizens and are implemented by state and non-state organizations. These services can be manifested in the areas of health, education, employment, social protection and others.

Improving the effectiveness of social services and studying their impact on society is an important issue. Because these services play a major role in improving the quality of life of the population, supporting low-income or needy groups, and ensuring overall social stability. Therefore, special methodologies have been developed for the scientific study and evaluation of social services.

Social services research methodology refers to scientifically sound methods and approaches for measuring and evaluating the effectiveness of these services, studying their impact on users, and improving the system. Research methodology includes a variety of methods: qualitative and quantitative analysis, a systematic approach, performance evaluation, and consideration of ethical standards.

Also, a system of key performance indicators (KPI) is widely used to accurately assess the results of social services and continuously improve them. Through the KPI methodology, the effectiveness of services is measured, results are monitored, and future strategies are developed. The KPI system creates an opportunity to determine how effective services are, properly allocate resources, and offer them to users in a more convenient form.

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The main elements of social service learning methodology:

Research methods:

Qualitative methods (description, interviews, focus groups) are used to study the impact of social services or problems in more depth.

Quantitative methods (questionnaire, statistical analysis) are aimed at objective evaluation of social services.

Applied research is aimed at investigating the importance, impact, and effectiveness of social services in society.

Systematic approach:

It is important to take into account that social services and their outcomes are interconnected with different sectors of society. In this regard, comprehensive research studies the overall structure and impact of the social services system.

Impact and Efficacy Analysis:

Specific indicators, results and impacts are considered to evaluate the effectiveness of social services. For this, the social, economic and psychological effects of services are determined.

Ethics and moral principles:

Ethical aspects are also important in social service research.

Key Performance Indicators (KPIs) are a key tool used to assess the performance of social services or organizations. The following steps can be used to implement the KPI methodology:

1. Defining the goal and strategy

Before implementing a KPI system, it is necessary to determine what goals the organization or social service will achieve.

Objectives: These objectives should be consistent with the organization's long-term and short-term strategies.

Examples: In the field of social services, these goals might be to provide quality services to the population, ensure the timeliness of service delivery, or create jobs.

2. Defining key indicators

When setting KPIs, it is important to identify indicators that are important. These indicators should align with the organization's goals and help to monitor the effectiveness of their implementation.

3. Setting requirements and standards

For KPIs to be effective, standards and requirements that must be met for each indicator must be defined.

4. Set short- and long-term KPIs

KPIs can be divided into two types:

Short-term KPIs: These indicators help measure quick results (e.g., customer satisfaction, service time).

Long-term KPIs: Used to track long-term outcomes and impacts (e.g., increase in population using social services, economic development indicators).

5. Periodic inspection and monitoring

To check the effectiveness of KPIs, it is necessary to regularly monitor and evaluate the results. Various methods can be used for this:

Checking the level of achievement of goals: Determining the extent to which KPIs correspond to the goals.

Timeline: Assessing how KPIs change over a period of time.

6. Definition and accuracy

When setting KPIs, it is important to ensure that they are specific and realistic. Each indicator should have a high probability of being achieved.

Simple and traditional parameters: General indicators, for example, service time, number of jobs.

Specific and remaining parameters: Attracting new customers, accepting requests for services from customers.

7. Get feedback and recommendations

After evaluating the results according to KPIs, it is necessary to get feedback from the team and managers, and determine their direction.

Impact and correction: Based on KPI results, identify deficiencies in services and develop strategies to correct them.

8. Innovation and improvement

Drawing conclusions from the results of KPIs, it is necessary to introduce new innovations to improve the quality and efficiency of services.

Increasing competitiveness: Improving the quality of social services through new methodologies and technologies.

The importance of KPI methodology

Monitoring and Analysis: When implemented, KPIs allow an organization to monitor, optimize, and strengthen strategies.

Improving the quality of social services: Through KPIs, it is possible to change the quality of social services and adapt them to the needs of the population.

CONCLUSION

Social services are one of the important tools for improving the quality of life of people, supporting vulnerable groups and ensuring social stability in society. To improve the effectiveness of these services and accurately assess their results, scientifically based research methodologies are used. The methodology for studying social services includes various approaches and includes factors such as qualitative and quantitative research, systematic analysis, efficiency and impact indicators.

The article highlights the methodologies used in social services research, their advantages and application processes. Qualitative and quantitative research plays an important role in analyzing the real state of services, studying their impact on society and developing recommendations on the quality of services. In addition, it is emphasized

that social services are inextricably linked with various sectors through a systematic approach and that their results need to be comprehensively evaluated.

The KPI (Key Performance Indicators) system is widely used to improve the efficiency of social services. Through the KPI system, the results of social services are constantly monitored, the impact of services on users is assessed, and strategies for their further improvement are developed. This system creates an opportunity to measure short- and long-term results, improve the quality of services, and properly allocate resources.

In general, the methodology and KPI system for researching social services allow us to improve the quality of these services, provide services that meet the needs of their users, and continuously monitor the results of services. Properly organizing a system for assessing the effectiveness of social services will increase their social impact and contribute to the well-being of society.

In the future, further development of the methodology of social services and improvement of the use of the KPI system will allow to increase the efficiency of services, optimally allocate resources and improve the quality of services provided to the population. Therefore, state and non-state organizations should widely apply these approaches, develop mechanisms for evaluating and monitoring services.

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