



The Anchor Advisor

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A Goal without a Plan is Just a Wish

Creating a positive customer experience goes beyond excellent products or services. It encompasses the overall environment and perception customers have while interacting with your business.

Therefore, it is imperative to have proper address hygiene to ensure your customer databases are clean, current, and correct with the latest postal information. Anchor Software's MaxCASS OS solution allows users to enhance their customer databases in real-time or in batch mode thereby ensuring that you are using the correct information when you mail to your customer.

Did you know that you can build trust and loyalty when you personalize your marketing mailings? Over 72% of customers prefer personalized mailings and our MaxDesigner solution can help ensure that every mailing has that personalized touch. MaxDesigner offers Variable Data Printing, as well as sub-letters that allow you to easily customize the mailing to pertain to each customer.

Call us today at 1-800-237-1921 and speak with a Sales Associate to help achieve your 2024 Goals! Or you can visit our website at:

www.AnchorComputerSoftware.com



Technical Support



Product Updates

The January release contains updates to MaxPresort OS and the MaxCASS OS databases. For more information visit www.AnchorComputerSoftware.com/readme

[Release Notes](#)

MaxCASS OS Database Dates

This is a reminder to install the January release for the MaxCASS OS databases.

Last Day of Use: March 31, 2024

Visit our Technical Support website to download the latest version.

[Support Website](#)



Industry News



Not Your Grandparents Post Office

The future of the USPS is being tested in



California as technology is streamlining the mail processing and helping the workers too!

From the outside, Chula Vista's Third Avenue post office looks exactly as it has for decades, with its sand-toned column rows and opaque windows. Step inside to its processing floor and you'll get a glimpse of the future of the U.S. Postal Service.

The typical, early-morning shift of manually scanning and sorting thousands of pieces of mail by ZIP code in time to load them up for delivery is not set at a more favorable pace.

"It used to be way more stressful, especially during the holiday season," said Jacqueline Arias, a distribution clerk. "But right now, it's only 8 a.m. and we are almost done, when before we used to sometimes [not] finish until 9 a.m."

It's all thanks to technology.

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Marketing in an Age of Privacy Apprehension

With heightened privacy concerns, marketers are facing challenges in reaching and engaging customers. As individuals become more cautious about their online footprint, businesses must adapt to radical innovation strategies to navigate this landscape.

Moreover, with the rise of privacy regulations like the General Data Protection Regulation and the California Consumer Privacy Act, digital marketing has been reigned in significantly.

In this blog, we'll explore innovative approaches to marketing in the age of privacy apprehension, emphasizing customer communication solutions and the creative potential of direct mail.

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2024 Stamps

The USPS has revealed the limited edition stamps for 2024!

- Lunar New Year - Year of the Dragon
- Love - Featuring a stylized bird in flight
- US Flags - Majestic flags are waving at different times
- Constance Baker Motely - 47th stamp in the Black Heritage series
- Flowers - 5 different digitally painted flowers in low denomination
- Save Manatees - Awareness stamp to highlight the threats posed to this beloved marine mammal
- Underground Railroad - Commemorating the men and women who escaped slavery and/or helped others escape
- Radiant Star - Presorted standard stamp for bulk mailers
- Garden Delights - Nature scenes featuring hummingbirds
- Saul Bellow - 34th stamp in the Literary Arts series
- Pinback Buttons - Vibrant and whimsical stamps featuring 10 typographic designs

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5 Best Ways to Generate Insights from Your Data

The ability to extract meaningful insights from vast datasets is a crucial skill for businesses seeking a competitive edge. To harness the full potential of your data, it's essential to focus not only on the analytics, but also on effective data storytelling.

The reality is that 71% of customers are looking for personalized interactions from companies, and further, 76% become frustrated by generic interactions. This is where data comes in as the most crucial leverage point for understanding how to personalize and convey meaningful marketing messages.

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