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CE Automotive Newsletter

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Talk to Your Data – Psychotherapy for Your Business

What if your company could go to therapy — with your data as the guide? This article shows how a structured, **data-driven approach** can help businesses **uncover hidden inefficiencies**, validate assumptions, and make smarter decisions. Learn how to **ensure data quality**, explore patterns and anomalies, challenge outdated beliefs, and **turn insights into concrete actions**. From initial data mapping to predictive modeling and strategy implementation, the article offers a practical roadmap to **improve operations, customer experiences, and overall business performance**.

[Read more](#)

Driving Change – How Digitalization is Transforming Fleet Management

Fleet management is no longer just about keeping vehicles moving—it's about delivering **smarter, greener, and more customer-focused experiences**. Digital tools like telematics, predictive maintenance, and AI are turning fleets into **intelligent ecosystems**, while sustainability pressures accelerate EV adoption. At the same time, OEMs and importers are rethinking customer relationships through **direct-to-customer and agency models**. This article explores how data, digitalization, and the right technology partners are reshaping operations, customer journeys, and competitive advantage.

[Read more](#)

2025 Gen Z and Millennial Survey – What the Next Workforce Expects

Gen Zs and millennials are set to make up **nearly three-quarters of the global workforce by 2030**, reshaping what it takes for companies to stay competitive. Their expectations go beyond pay — they look to their managers to act as true career mentors while seeking a balance of **meaningful work, well-being, and financial security**.

This year's survey shows they are **ambitious learners**, quick to embrace **GenAI**, yet still challenged by rising **cost-of-living pressures, mental health** concerns, and the demand for **purpose-driven work**.

For companies aiming to succeed in the years ahead, the message is clear: they must create workplaces that balance **growth, purpose, and well-being** to attract and retain the next generation of **talent**.



[Read the full study and key insights!](#)

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