

WSI Announces Launch of Innovative AI Readiness Assessment Tool

TORONTO, ON, CANADA, April 10, 2024 /EINPresswire.com/ -- In a bold move to usher businesses into the age of artificial intelligence (AI), [WSI](#), a global leader in digital marketing solutions, is excited to announce its [AI Readiness Assessment](#). This groundbreaking tool is designed to help organizations gauge their preparedness for the dynamic landscape of AI and determine whether they have what it takes to stay ahead of the competition.



The AI Readiness Assessment by WSI empowers businesses by asking 20 simple yet insightful questions that are designed to help businesses understand their current positioning in

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Valerie Brown-Dufour

leveraging AI technologies. By participating, companies receive a personalized AI Readiness Score along with a detailed summary report. This report outlines perceived strengths and weaknesses, providing invaluable insights into how businesses can harness the power of AI across sales, marketing, and strategic planning to stay competitive.

Valerie Brown-Dufour, President of WSI, emphasized the importance of this initiative: "In today's fast-evolving digital world, understanding and integrating AI into your business

strategy is not just an option; it's a necessity. Our AI Readiness Assessment is designed to demystify AI for businesses and provide them a first step towards realizing their full potential in this new era. At WSI, we're committed to helping businesses navigate the complexities of digital transformation, and this tool is a testament to our dedication.”

The AI Readiness Assessment underscores WSI's commitment to providing cutting-edge solutions that address the needs of businesses at a time when technology is the primary battleground for competitive advantage. With statistics indicating that a significant majority of businesses and executives recognize the pivotal role of AI in achieving business superiority, WSI's

tool is timely and pivotal for any organization looking to thrive in the digital age.

Businesses interested in assessing their AI readiness are invited to visit WSI's [AI Readiness Assessment page](#) to take the assessment and discover how they can navigate the future with confidence.

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About WSI

WSI, a premier global digital marketing agency, is dedicated to propelling businesses into a realm of endless possibilities. Our mission revolves around harmonizing cutting-edge digital technologies with a human-centered approach, encapsulated in our motto: 'Embrace Digital. Stay Human.'

As the world's foremost digital marketing agency, WSI pioneers the education of businesses on the transformative impact of AI in marketing. Our nearly three decades of experience have earned us over 160 Web Marketing Association Awards and led to the publication of three authoritative books on digital marketing. Boosting a global clientele that exceeds 150,000 businesses and a robust presence in numerous countries, our extensive network of WSI Consultants and Agencies offers unparalleled expertise and insights to elevate digital marketing strategies. At WSI, our focus extends beyond short-term objectives; we are dedicated to the long-term success of our clients, offering customized guidance and support to ensure their digital marketing journey not only meets but exceeds their expectations.

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