

# WSI Partners with Amplify Voice to Power the Next Generation of Conversational Marketing

*Amplify Voice enables WSI Consultants to advanced conversational AI tools that enhance engagement, automate marketing workflows, and drive measurable growth.*



TORONTO, ONTARIO, CANADA, May 1, 2025 /EINPresswire.com/ -- [WSI](#) is thrilled to announce a new strategic partnership with [Amplify Voice](#), a

pioneer in voice and conversational AI experiences for customer engagement and lead generation. This collaboration strengthens WSI's ability to help businesses transform their digital marketing by tapping into AI-powered voice assistants, chatbots, and real-time messaging automation—all without losing the human touch.

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*Valerie Brown-Dufour,  
President of WSI.*

“At WSI, we're constantly seeking out technologies that help our clients grow smarter, not just bigger,” says Valerie Brown-Dufour, President of WSI. “Amplify Voice brings something truly unique to the table—an ability to enhance customer interactions in a way that's efficient, intelligent, and surprisingly human. This partnership fits perfectly with our strategy-first approach and enables our global network of Consultants to offer clients even more ways to create meaningful, measurable engagement.”

"At Amplify Voice, we believe every conversation matters—and that each interaction should feel naturally human, seamless, and meaningful," explains Paige Pijuan, Chief Relationships & Culture Officer of Amplify Voice. "Our AI Receptionist and AI Sales Assistant empower businesses to engage leads instantly, capture every opportunity, and consistently deliver exceptional customer experiences around the clock. Partnering with WSI amplifies our shared mission: smarter, more personal customer engagement at scale."

Enabling Always-On Customer Engagement

As customer expectations for instant, personalized experiences continue to rise, voice and

conversational AI have become essential components of a high-performing digital strategy. With Amplify Voice, WSI's Agencies and Consultants can now provide clients with powerful tools to build AI-powered voice and chatbots that drive real-time conversations, automate lead qualification, appointment scheduling, and customer support, and integrate seamlessly with CRMs, email marketing, and analytics platforms.

Whether it's answering FAQs at 2 am or converting leads directly from a voice assistant, Amplify Voice helps businesses engage customers where and when it matters most—without increasing workload or sacrificing quality.



#### Turning Conversations into Conversions

This partnership enhances WSI's consultative approach to digital marketing—putting strategy first and aligning tactics like conversational AI to business goals. With Amplify Voice's technology, WSI clients will gain access to a solution that's built for ROI: from reducing friction in the buyer journey to increasing conversion rates through smarter interactions.

#### About WSI

WSI is a global network of digital marketing and AI experts dedicated to helping businesses grow. With three decades of experience and a presence worldwide, WSI leverages cutting-edge technology and AI-driven strategies to drive measurable success. We aim to empower businesses with innovative digital solutions while maintaining a human-centered approach. Our motto, "Embrace Digital. Stay Human," reflects our mission to unlock a world of possibility for those we serve.

#### About Amplify Voice

Amplify Voice specializes in conversational AI Agents built for customer-centric businesses. Delivering remarkably human-like interactions through voice technology paired with intelligent automations for SMS and Email communications, Amplify Voice empowers seamless multi-channel engagement that operates 24/7 and scales with your business. Trusted by agencies and businesses alike, Amplify Voice is on a mission to transform every digital touchpoint into a meaningful conversation. Explore more at [www.amplifyvoice.ai](http://www.amplifyvoice.ai).

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