

# Xoxoday Empuls vs. Gallup

If you're evaluating Gallup and Empuls, this document walks you through where the platforms diverge, and why it matters for your program at scale.

## ABOUT XOXODAY EMPULS

Empuls brings rewards, recognition, benefits, surveys, gifting, sales incentives, and social intranet into one AI-powered platform. Trusted by 2,000+ companies across 100+ countries, including enterprises with 50,000+ employees - modular by design, built to scale.

## Why Companies Choose Xoxoday

10 enterprise-grade differentiators that set Empuls apart.

1

### Multi-Country Enterprise Programs

Designed for large, complex organizations spanning multiple countries, industries, and workforce types - desk-based, deskless, and frontline.

2

### One Platform for the Full Employee Experience

Rewards, recognition, incentives, benefits, surveys, gifting, social intranet, and wellbeing - one platform, one vendor, one integration.

3

### The Most Comprehensive Reward Marketplace

Xoxoday owns its catalog - most competitors outsource. 10M+ rewards, 20+ categories, 100+ countries. No middlemen.

4

### Regional Nuances, Built In

100+ languages, multi-currency, Cost of Living Indicator (COLI) adjustments, purchase parity, local tax governance, local data residency, and local time zone support.

5

### Enterprise-Grade Platform

SOC 2, ISO 27001, GDPR, HIPAA, CCPA, DPDP, WCAG compliant. VAPT-tested. Scalable architecture, robust APIs, role-based access, and maker-checker controls.

6

### Flexible Deployment

SaaS, API, embedded, or white-label - on any major cloud. Data residency across the US, UAE, India, and Saudi Arabia. Very few vendors offer this range.

7

### Deep Integration Ecosystem

60+ HRMS connectors. Two-way integrations with Teams, Slack, Google Workspace, Outlook and Viva. Salesforce, HubSpot, Jira, Zendesk, and more.

8

### AI Copilot - Em

On-demand reports, recognition recommendations, writing coach, skill mapping, attrition prediction, and survey sentiment analysis - all live today.

9

**Strong ROI & Low TCO**

One platform, fewer vendors, lower integration costs, simpler admin. ROI visible across eNPS, retention, sales performance, productivity, and skills.

10

**Professional Services & Customer Success**

White-glove onboarding, dedicated project management at launch. Named CSM, structured MBRs & QBRs, and 24/7 AI-powered support post-launch.

## How Empuls is a Comprehensive Employee Engagement Platform

Gallup is a consulting-led employee engagement firm anchored on its Q12 survey and advisory services. But when enterprise evaluation shifts to operationalizing recognition, rewards, perks, benefits, and internal communication, the platforms diverge. Below, we compare seven core capability areas where enterprise buyers assess fit.

### 1. Celebrate Milestones & Life Events

*Automate celebrations that reinforce culture and connection across the employee lifecycle - from day one to every year after.*

| Capability                         | Gallup                                               | Xoxoday Empuls                                                                             |
|------------------------------------|------------------------------------------------------|--------------------------------------------------------------------------------------------|
| Employee Onboarding                | Not Available                                        | Welcome swag & merchandise fulfillment, celebratory reward points, day-one culture moments |
| Long Service Awards                | Consulting guidance only; no automated tenure awards | Auto-tiered tenure programs at 3/5/10/15/20+ years with loyalty rewards                    |
| Festivals & Special Occasions      | Not Available                                        | Birthdays, anniversaries, graduations, marriages, regional festivals - fully personalized  |
| Year Recaps via Employee Yearbooks | Not Available                                        | Auto-generated print-ready yearbooks from recognition moments, peer tributes & awards      |
| Video & Multi-Format Messages      | Not Available                                        | Video shoutouts, GIF cards, social wall shares, multi-format celebrations                  |

### 2. Recognize & Reward Performance at Scale

*Appreciation culture relevant across regions, roles, and reward preferences - with governance to ensure fairness and consistency.*

| Capability                     | Gallup                                          | Xoxoday Empuls                                                                                                                             |
|--------------------------------|-------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| Peer-to-Peer Recognition       | Limited; consulting frameworks, no P2P platform | Wall of Fame, badges, likes, real-time appreciation feed, social intranet integration                                                      |
| Manager Spot Awards            | Consulting guidance only; no spot award tooling | Instant spot awards, configurable budgets, approval flows, frequency caps                                                                  |
| Structured Nomination Programs | Limited nomination-based award workflows        | Multi-level jury panels, nomination windows, branded award cycles, AI-powered bias detection against instances of exclusion and favoritism |
| Gamification                   | Not Available                                   | Leaderboards, badges, streaks, tier progression, contest mechanics across all programs                                                     |

| Capability                       | Gallup                                          | Xoxoday Empuls                                                                        |
|----------------------------------|-------------------------------------------------|---------------------------------------------------------------------------------------|
| External Stakeholder Recognition | Not Available                                   | Customers, partners, vendors, contractors recognize employees on same platform        |
| Values-Aligned Recognition       | Core value guidance; limited recognition tie-in | Company values tagged on every recognition, reports on values adoption by team/region |

### 3. Run Programs with Enterprise Governance

*Run complex, multi-country R&R; programs without admin chaos - with governance, budget control, and automation built in.*

| Capability                      | Gallup                                               | Xoxoday Empuls                                                                                       |
|---------------------------------|------------------------------------------------------|------------------------------------------------------------------------------------------------------|
| Multi-Level Approval Workflows  | Not Available                                        | Maker-checker flows, multi-tier approvals, threshold-based auto-routing, audit trails                |
| Budget Governance & Allocation  | Not Available                                        | Configurable budgets by country/department/manager, real-time utilization, rollover controls, alerts |
| Role-Based Access Controls      | Limited access controls                              | Granular RBAC, data residency by role, country-scoped admins, segmented visibility                   |
| Anti-Bias & Fairness Guardrails | Not Available                                        | Quid-pro-quo detection, favoritism pattern flags, mandatory review for high-value awards             |
| Program Templates & Playbooks   | Limited; consulting-defined program frameworks       | Pre-built program templates, launch playbooks, manager nudge automations                             |
| Admin Reporting & Audit Logs    | Engagement analytics and benchmarking via consulting | Real-time dashboards, audit-ready logs, configurable exports, scheduled reports                      |

### 4. Drive Sales Performance

*Unify sales, channel, and partner incentives with end-to-end plan design, tracking, and payout - no disputes, no delays.*

| Capability                  | Gallup        | Xoxoday Empuls                                                                    |
|-----------------------------|---------------|-----------------------------------------------------------------------------------|
| Sales Quota Tracking        | Not Available | Individual quota progress dashboards, milestone benchmarking, CRM-synced          |
| Incentive Simulation        | Not Available | What-if simulator projects earnings vs targets using historical data              |
| Sales Leaderboards          | Not Available | Persona-based leaderboards, regional splits, AI-powered nudges for laggards       |
| Automated Incentive Payouts | Not Available | One-click payouts on deal closure, multi-hierarchy commissions, dispute workflows |

## 5. Support Wellbeing & Professional Growth

Go beyond cash - engage employees through healthy habits, community recognition, and growth moments that reinforce culture.

| Capability                         | Gallup                                               | Xoxoday Empuls                                                                                  |
|------------------------------------|------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| Incentivize Healthy Habits         | Consultative wellbeing assessment; no reward tooling | Reward points, gift cards, fitness integrations & more for completing wellness stages and goals |
| Community-Led Wellness Moments     | Not Available                                        | Social intranet achievement posts, peer cheers, group challenges across teams and regions       |
| Learning & Development Recognition | Not Available                                        | Certification rewards, skill endorsements, training badges tied to recognition                  |
| Talent Referral Programs           | Not Available                                        | Automated referral bonuses, tracking workflows, payout on hire milestones                       |
| Employee Voice & Surveys           | 12-item Q12 survey, benchmarking, action guidance    | eNPS, pulse, lifecycle & 360 surveys with AI sentiment analysis, Mood-o-Meter                   |

## 6. Deliver Rewards Employees Actually Want

Redemption drives program success - the catalog must be abundant, locally relevant, and frictionless to redeem.

| Capability               | Gallup        | Xoxoday Empuls                                                                                                         |
|--------------------------|---------------|------------------------------------------------------------------------------------------------------------------------|
| Global Reward Catalog    | Not Available | 10M+ options across 100+ countries with partners like Amazon, Visa & MasterCard. 30+ categories, Xoxoday-owned catalog |
| Catalog Ownership Model  | Not Available | Owned & operated - no middlemen, no markup on redemptions                                                              |
| Local Redemption Options | Not Available | Country-specific brands, Cost of Living Indicator (COLI)-adjusted values, local currency, local tax compliance         |
| Experience Rewards       | Not Available | Curated experiences, wellness, travel, dining, charity donations, e-gifts, merchandise                                 |
| Seamless Redemption Tech | Not Available | Instant redemption, SMS/WhatsApp redemption, kiosk support, omnichannel access                                         |

## 7. Scale Globally with Enterprise Confidence

Global enterprises demand multi-country compliance, flexible deployment, robust integrations, and data sovereignty - non-negotiables for scale.

| Capability             | Gallup        | Xoxoday Empuls                                                                                        |
|------------------------|---------------|-------------------------------------------------------------------------------------------------------|
| Deployment Flexibility | Not Available | SaaS, API, embedded, or white-label; mobile-first; data residency across US, UAE, India, Saudi Arabia |

| Capability                    | Gallup                                                | Xoxoday Empuls                                                                                                   |
|-------------------------------|-------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|
| Security & Compliance         | Limited; no stated SOC2/ISO/GDPR/HIPAA certifications | SOC 2, ISO 27001, GDPR, CCPA, HIPAA, DPDP, WCAG; VAPT-tested annually                                            |
| Multi-Language & Currency     | Limited multi-language support                        | 100+ languages, 50+ currencies, Cost of Living Indicator (COLI) adjustments, auto-conversion, local tax handling |
| HRMS & Integration Ecosystem  | Limited integrations                                  | 60+ HRMS (Workday, SAP, ADP, Darwinbox); Teams, Slack, Viva, Salesforce, HubSpot; robust APIs                    |
| Marketplace Scale & Economics | Not Available                                         | 10M+ rewards; 100+ countries; owned catalog - no middlemen, no markup                                            |
| Customer Scale & Support      | Global consulting firm; large enterprise client base  | 2,000+ companies, 100+ countries; 24/7 AI copilot + human support across time zones                              |

## Beyond the Platform - What You Get When You Choose Empuls

**Empuls is more than a recognition tool - it's the engagement infrastructure your people strategy runs on.**

At launch, you get dedicated Implementation Engineers, structured onboarding, promotion kits, manager toolkits, and adoption workshops - built to ensure your program lands with momentum, not a quiet rollout that fades in weeks.

Post-launch, a named Customer Success Manager actively drives adoption, recognition frequency, and participation - through targeted campaigns, manager nudge programs, and structured Monthly and Quarterly Business Reviews. A 24/7 AI-powered support bot keeps your teams unblocked, backed by a global team across time zones.

On AI, Empuls is already ahead. Em generates reports on demand, recommends who to recognize, coaches award writing, maps skills, and predicts attrition. It also automates full engagement calendars and lets admins plan and execute entire campaigns through simple conversation.

**The longer you run Empuls, the smarter and more impactful your programs become.**