

# Xoxoday Empuls vs. Bucketlist

Bucketlist is a well-regarded employee recognition and rewards platform. Empuls covers the same ground for multi-country enterprises, with an owned rewards catalog and one platform for recognition, incentives, surveys and benefits. Here is how they compare, so you can pick the platform that fits your program.

**About Empuls** — Empuls is Xoxoday's AI-powered employee engagement platform. It brings rewards, recognition, benefits, surveys, gifting, sales incentives and a social intranet into one modular platform, built to scale across desk, deskless and frontline workforces in 150+ countries.

## Why Companies Choose Xoxoday

10 enterprise-grade differentiators that set Empuls apart.

1

### Employee RnR Built for Scale

Peer, manager, milestone and nomination programs run natively, with approvals, budgets and audit trails for multi-country teams.

2

### An Owned Global Rewards Marketplace

10M+ reward options in 30+ categories across 150+ countries. Xoxoday owns its catalog, so there are no middlemen and no per-redemption markups.

3

### Regional Nuance, Built In

50+ languages, 50+ currencies, cost-of-living adjustments, purchase parity, local tax governance and local data residency.

4

### One Platform, One Vendor

Recognition, incentives, benefits, surveys, gifting and a social intranet on a single integration.

5

### Program Governance and Fairness

Maker-checker approvals, budgets by country, department and manager, and AI detection of favoritism and quid-pro-quo patterns.

6

### Enterprise-Grade Security

SOC 2 certified and GDPR compliant, with SaaS, API, embedded or white-label deployment and data residency in the US, UAE, India and Saudi Arabia.

7

### AI Across the Platform

Em, the Empuls AI copilot, recommends who to recognize, coaches award writing and runs reports on demand.

8

### Hands-On Customer Success

White-glove onboarding, a named Customer Success Manager and 24/7 support.

9

### Deep Integration Ecosystem

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

10

### Strong ROI and Low TCO

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

# How Empuls Addresses Feature Gaps with Bucketlist

Bucketlist is easy to use and strong in frontline-heavy industries. It offers mobile apps, automated service awards and birthdays, QR-based recognition for external parties, and a setup it describes as taking about four weeks. G2 reviewers named it the easiest-to-use recognition platform in 2023. As programs grow across countries, products and governance needs, gaps tend to appear in program governance, catalog ownership and breadth beyond recognition. Empuls adds depth in those areas.

## 1. Recognition and Milestones

*This matters because recognition only sticks when it fits every role and region.*

| Feature                                     | Bucketlist                                                 | Xoxoday Empuls                                                                              |
|---------------------------------------------|------------------------------------------------------------|---------------------------------------------------------------------------------------------|
| Peer and manager recognition                | Peer-to-peer and manager recognition                       | Wall of Fame, badges, real-time feed, values tagging and manager spot awards                |
| Service awards, birthdays and anniversaries | Automated service awards, work anniversaries and birthdays | Tiered tenure programs, birthdays, anniversaries and regional festivals, fully personalized |
| External recognition                        | QR code and link-based recognition, with no login required | Customers, partners, vendors and contractors can recognize employees on the platform        |
| Structured nominations                      | Not publicly documented                                    | Multi-level jury panels, nomination windows, branded award cycles and AI bias detection     |

## 2. Governance and Budgets

*This matters because large programs fail on fairness and control, not on features.*

| Feature             | Bucketlist                                 | Xoxoday Empuls                                                                    |
|---------------------|--------------------------------------------|-----------------------------------------------------------------------------------|
| Roles and access    | Custom user roles on the Professional plan | Granular role-based access scoped by country and department                       |
| Approvals and audit | Not publicly documented                    | Maker-checker flows, multi-tier approvals and audit-ready logs                    |
| Budgets             | Not publicly documented                    | Budgets by country, department and manager, with real-time utilization and alerts |

## 3. Rewards Catalog

*This matters because employees redeem what they actually want, and local relevance drives that.*

| Feature        | Bucketlist                                                                           | Xoxoday Empuls                                                                                   |
|----------------|--------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|
| Catalog        | 4,000+ global rewards, including gift cards, Amazon items, donations and experiences | 10M+ options in 30+ categories across 150+ countries, Xoxoday-owned                              |
| Local fit      | Not publicly documented                                                              | Country-specific brands, local currency, cost-of-living-adjusted values and local tax compliance |
| Reward billing | Rewards billed separately at base cost                                               | No per-redemption fees or markups on the owned catalog                                           |

## 4. Beyond Recognition

*This matters because separate tools mean separate integrations, vendors and data.*

| Feature          | Bucketlist                      | Xoxoday Empuls                                                                     |
|------------------|---------------------------------|------------------------------------------------------------------------------------|
| Surveys          | Included on the Enterprise plan | eNPS, pulse, lifecycle and 360 surveys with AI sentiment analysis and action plans |
| Sales incentives | Not publicly documented         | Quota tracking, incentive simulation, leaderboards and automated payouts           |

| Feature                | Bucketlist              | Xoxoday Empuls                                                  |
|------------------------|-------------------------|-----------------------------------------------------------------|
| Benefits and wellbeing | Not publicly documented | Wellness challenges, benefits, flexi-perks and learning rewards |

5. AI

*This matters because AI is only useful when it connects to the work employees and admins do daily.*

| Feature                         | Bucketlist                                                                                                     | Xoxoday Empuls                                                                                                                          |
|---------------------------------|----------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|
| AI assistant and agents         | AI Recognition Insights suggests improvements to recognition messages                                          | Em: recommendations, writing coach, skill mapping, attrition prediction and sentiment analysis, all live                                |
| MCP capability                  | Not publicly documented                                                                                        | Empuls connects to AI tools and agents through MCP, so teams can query programs and run actions from the AI assistants they already use |
| Message coaching and moderation | Content moderation and a DEI Advisor flag language in recognition messages; content coach on higher-tier plans | Writing coach, content moderation and AI bias detection for favoritism and quid-pro-quo patterns                                        |
| Predictive analytics            | Not publicly documented                                                                                        | Attrition prediction, survey sentiment analysis and on-demand reports                                                                   |

6. Integrations, Security and Scale

*This matters because enterprise rollouts depend on HRIS fit, compliance and deployment options.*

| Feature                 | Bucketlist                                                                  | Xoxoday Empuls                                                                                 |
|-------------------------|-----------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| Integrations            | Workday, ADP, Dayforce, BambooHR, Slack, Microsoft Teams, Gmail and Outlook | 60+ HRMS connectors plus Teams, Slack, Google Workspace, Outlook, Viva and Salesforce          |
| Security and compliance | Not detailed on the pages reviewed                                          | SOC 2 certified and GDPR compliant, with HIPAA, CCPA, DPDP and WCAG coverage                   |
| Deployment              | Not publicly documented                                                     | SaaS, API, embedded or white-label, with data residency in the US, UAE, India and Saudi Arabia |
| Frontline access        | Mobile apps for iOS and Android                                             | Mobile apps, SMS and WhatsApp redemption, and kiosk support                                    |

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.

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