

# Xoxoday Empuls vs. Culture Amp

Culture Amp is a strong survey and performance platform. Xoxoday Empuls covers the same listening and then runs the rest of the employee experience: recognition, rewards, benefits, incentives and wellbeing, on one platform.

**About Empuls** — Empuls is an AI-powered employee experience platform that brings recognition, rewards, benefits, surveys, gifting, sales incentives and a social intranet together. It is 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

### One Platform for the Full Employee Experience

Surveys, recognition, rewards, benefits, incentives, wellbeing and intranet sit under one vendor and one integration.

2

### From Insight to Action

Survey findings connect straight to recognition, rewards and wellbeing programs, so listening leads to something employees can feel.

3

### Built for Every Workforce

Desk, deskless and frontline teams get the same experience across mobile, messaging and kiosk access.

4

### An Owned Rewards Marketplace

10M+ rewards across 30+ categories in 150+ countries, with no middlemen and no redemption markups.

5

### Regional Nuances, Built In

50+ languages, 50+ currencies, cost-of-living adjustments, local tax handling and regional data residency.

6

### Em, the AI Copilot

On-demand reports, recognition suggestions, award-writing coaching, survey sentiment analysis and attrition prediction.

7

### Enterprise-Grade Governance

SOC 2 certified and GDPR compliant, with role-based access, maker-checker approvals, budget controls and fairness checks.

8

### Hands-On Implementation and Customer Success

Dedicated implementation, a named Customer Success Manager, structured business reviews and 24/7 AI-assisted support.

9

### Sales and Channel Incentives in the Same Platform

Quota tracking, incentive simulation and automated payouts sit alongside your HR programs, with no separate tool.

10

### Flexible Deployment and an AI-Ready Platform

SaaS, API, embedded or white-label deployment, plus an MCP connector that lets AI assistants work with Empuls through prompts.

## How Empuls Addresses Feature Gaps with Culture Amp

Culture Amp is well regarded for survey science, benchmarking, performance reviews and manager coaching, and its HR analytics are a real strength. Gaps appear when teams want to act on feedback with recognition, rewards, benefits and incentives, or to reach

frontline employees in many countries. Empuls is lighter than Culture Amp on dedicated performance-review workflows, which is worth weighing if that is your main need.

## 1. Listening & Surveys

*This matters because listening only builds trust when it leads to visible action.*

| Feature                      | Culture Amp                                                | Xoxoday Empuls                                            |
|------------------------------|------------------------------------------------------------|-----------------------------------------------------------|
| Engagement and pulse surveys | Engagement, pulse and lifecycle surveys with 40+ templates | eNPS, pulse, lifecycle and 360 surveys                    |
| Benchmarking                 | Published benchmarking                                     | Internal trend and segment benchmarking                   |
| AI analysis                  | AI comment summaries and AI Coach                          | Em sentiment analysis and AI action suggestions           |
| Frontline survey reach       | Not publicly documented                                    | Mobile, messaging and kiosk-friendly surveys              |
| Survey-to-action link        | Insights and action planning                               | Insights feed recognition, rewards and wellbeing programs |

## 2. Recognition & Celebrations

*This matters because regular recognition is how engagement shows up day to day.*

| Feature             | Culture Amp             | Xoxoday Empuls                                       |
|---------------------|-------------------------|------------------------------------------------------|
| Peer recognition    | Shoutouts               | Wall of Fame, badges and an appreciation feed        |
| Manager spot awards | Not publicly documented | Spot awards with budgets and approvals               |
| Milestones          | Not publicly documented | Birthdays, work anniversaries and long-service tiers |
| Nomination programs | Not publicly documented | Multi-level juries and branded award cycles          |
| Values tagging      | Not publicly documented | Values on every recognition, with adoption reports   |

## 3. Rewards & Redemption

*This matters because recognition without a meaningful reward is easy to forget.*

| Feature            | Culture Amp             | Xoxoday Empuls                                              |
|--------------------|-------------------------|-------------------------------------------------------------|
| Rewards catalog    | Not publicly documented | 10M+ rewards, 30+ categories, 150+ countries                |
| Catalog model      | Not publicly documented | Owned catalog, no redemption markups                        |
| Local redemption   | Not publicly documented | Local currency, tax handling and cost-of-living adjustments |
| Experience rewards | Not publicly documented | Experiences, e-gifts, merchandise and charity               |

## 4. Performance, Growth & Wellbeing

*This matters because growth and wellbeing decide whether people stay.*

| Feature              | Culture Amp                          | Xoxoday Empuls                                                |
|----------------------|--------------------------------------|---------------------------------------------------------------|
| Performance reviews  | Dedicated reviews, 1-on-1s and goals | Lighter review support (see the intro above)                  |
| Development plans    | Develop module                       | Learning recognition, certification rewards and skill mapping |
| 360 feedback         | Included                             | Included                                                      |
| Wellbeing incentives | Not publicly documented              | Healthy-habit rewards and group challenges                    |

| Feature           | Culture Amp             | Xoxoday Empuls                          |
|-------------------|-------------------------|-----------------------------------------|
| Referral programs | Not publicly documented | Referral bonuses with milestone payouts |

5. Governance, Incentives & Fairness

*This matters because programs at scale need control as much as creativity.*

| Feature            | Culture Amp             | Xoxoday Empuls                                   |
|--------------------|-------------------------|--------------------------------------------------|
| Approval workflows | Not publicly documented | Maker-checker and multi-tier approvals           |
| Budget controls    | Not publicly documented | Budgets by country, team and manager             |
| Fairness checks    | Not publicly documented | Favoritism and quid-pro-quo flags                |
| Sales incentives   | Not publicly documented | Quota tracking, simulation and automated payouts |

6. Global Scale, Security & Integrations

*This matters because global programs need local compliance and connected systems.*

| Feature                    | Culture Amp                                           | Xoxoday Empuls                                              |
|----------------------------|-------------------------------------------------------|-------------------------------------------------------------|
| Security                   | SOC 2, ISO and GDPR                                   | SOC 2 certified, GDPR compliant                             |
| Languages                  | Multilingual, count not published                     | 50+ languages, 50+ currencies                               |
| HRIS and tool integrations | About 35 integrations, including Workday and BambooHR | 60+ HRMS connectors, plus Teams, Slack and Google Workspace |
| Data residency             | Not publicly documented                               | US, UAE, India and Saudi Arabia                             |

7. AI & MCP Connector

*This matters because AI assistants are becoming the way HR teams get work done, and they need safe access to your people programs.*

| Feature                    | Culture Amp                                                     | Xoxoday Empuls                                                                     |
|----------------------------|-----------------------------------------------------------------|------------------------------------------------------------------------------------|
| Built-in AI assistant      | AI Coach and AI comment summaries                               | Em copilot for reports, recognition suggestions and admin help                     |
| MCP connector              | MCP for 1-on-1 conversations, for eligible customers on request | MCP connector for insights, rewards, recognition, surveys and engagement workflows |
| Work through AI assistants | View 1-on-1s, add agenda topics, action items and notes         | Run recognition, rewards and survey workflows from Claude or ChatGPT prompts       |
| Predictive insights        | Not publicly documented                                         | Attrition, burnout and sentiment forecasting                                       |
| AI content support         | Not publicly documented                                         | Award-writing coach, content moderation and smart nudges                           |

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

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

At launch, you get dedicated implementation engineers, structured onboarding, promotion kits and manager toolkits, so your program starts with momentum.

After launch, a named Customer Success Manager drives adoption through campaigns, manager nudges and monthly and quarterly business reviews. A 24/7 AI support bot is backed by a global team.

Em, the Empuls AI copilot, reports on demand, suggests who to recognize and plans whole campaigns through conversation.

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

Pricing and feature claims reflect information publicly available as of October 9, 2026 and may change. Readers should verify current details on the competitor's site.



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