

Xoxoday Empuls vs. Deputy

Deputy runs your frontline's shifts, time clocks and labor compliance. Empuls gives the same workers a reason to stay, with recognition, rewards, surveys and a mobile-first app that needs no work email. Here is how they compare, so you can see where each fits.

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

Blue Collar First Access

Log in with a mobile number or employee ID, with no work email needed. Reach workers through the mobile app, SMS, WhatsApp and kiosks.

2

Recognition and Rewards, Not Only Feedback

Peer, manager and spot awards, milestones, nominations and gamification, all tied to rewards workers can redeem.

3

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.

4

Regional Nuance, Built In

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

5

Listening That Drives Action

eNPS, pulse and lifecycle surveys with AI sentiment analysis and a mood meter, linked to the recognition and rewards you run.

6

Program Governance and Fairness

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

7

One Platform, One Vendor

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

8

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.

9

AI Across the Platform

Em, the Empuls AI copilot, recommends who to recognize, coaches award writing and runs reports on demand. MCP support lets AI assistants run recognition, rewards, survey and engagement workflows on Empuls through simple prompts.

10

Hands-On Customer Success

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

How Empuls Addresses Feature Gaps with Deputy

Deputy is a strong workforce operations tool. It offers drag-and-drop and AI auto-scheduling, demand forecasting, time clocks, labor compliance tools and 70+ payroll, POS and HR integrations. Its engagement layer is Shift Pulse, a post-shift mood check, alongside a news feed and performance ratings. Empuls does not replace scheduling, time clocks or payroll. Where Deputy's public pages stop, Empuls adds recognition, a rewards catalog, survey depth and incentives for the same frontline.

1. Frontline Engagement

This matters because frontline staff stay when they feel seen, not only scheduled.

Feature	Deputy	Xoxoday Empuls
Shift feedback	Shift Pulse: anonymous five-emotion rating at clock-out, with manager dashboard	Mood meter, pulse and lifecycle surveys with AI sentiment analysis
Announcements and community	News feed, document and video sharing, confirmation tracking	Social intranet feed, wall of fame, groups and celebrations
Recognition	Not publicly documented	Peer, manager and spot awards, badges and structured nominations
Gamification	Not publicly documented	Leaderboards, streaks, tiers and contests across programs

2. Rewards and Redemption

This matters because recognition without a reward people want fades fast.

Feature	Deputy	Xoxoday Empuls
Rewards catalog	Not publicly documented	10M+ rewards in 30+ categories across 150+ countries, Xoxoday-owned
Local relevance	Not publicly documented	Local currency, local brands and cost-of-living adjusted values
Redemption channels	Not publicly documented	Mobile app, SMS, WhatsApp and kiosk redemption

3. Access for Every Worker

This matters because many shift workers have no work email or desk.

Feature	Deputy	Xoxoday Empuls
Mobile app	iOS and Android	iOS, Android, web and desktop
Login	Not publicly documented	Mobile number, employee ID or HRMS SSO
Languages	Not publicly documented	50+ languages
External recognition	Not publicly documented	Contractors, gig workers, customers and partners

4. Workforce Operations

This matters because the best frontline stack often uses both tools.

Feature	Deputy	Xoxoday Empuls
Scheduling	Drag-and-drop scheduling, AI auto-scheduling, demand forecasting, shift swaps	Not offered. Empuls does not replace a scheduling tool
Time and attendance	Time clock on tablet, mobile and desktop, real-time attendance	Not offered

Feature	Deputy	Xoxoday Empuls
Labor compliance and payroll	Meal and rest break, overtime and fair workweek tools, payroll integrations	Not offered. Integrates with your HRMS and payroll stack

5. AI

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

Feature	Deputy	Xoxoday Empuls
AI assistant and agents	Deputy AI: natural-language scheduling, timesheet approval, shift replacement, insights and payroll anomaly detection	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
AI for engagement	AI Staff Engagement analyzes shift feedback and recognition data	AI recognition suggestions, bias detection, survey sentiment analysis and engagement calendars
AI for scheduling and payroll	AI auto-scheduling, demand forecasting and labor optimization	Not offered. Empuls does not replace scheduling or payroll

6. Governance, Integrations and Security

This matters because programs must scale across countries without admin chaos.

Feature	Deputy	Xoxoday Empuls
Integrations	70+ across payroll, POS and HR systems	60+ HRMS connectors, plus Teams, Slack, Google Workspace, Salesforce and HubSpot
Budgets and approvals	Not publicly documented	Budgets by team and country, maker-checker approvals, audit trails
Certifications	Trust Center available; specific certifications not detailed on the pages reviewed	SOC 2 certified and GDPR compliant

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 so your program lands with momentum and not a quiet rollout that fades in weeks.

Post-launch, a named Customer Success Manager drives adoption, recognition frequency and participation through targeted campaigns, manager nudges and structured Monthly and Quarterly Business Reviews. A 24/7 AI-powered support bot keeps your teams unblocked.

On AI, Em generates reports on demand, recommends who to recognize, coaches award writing, maps skills and predicts attrition, and lets admins plan entire campaigns through simple conversation. With Model Context Protocol (MCP) support, AI assistants can connect to Empuls to run insights, rewards, recognition, survey and engagement workflows through prompts.

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

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