

# Xoxoday Empuls vs. Entomo

Entomo is a people-experience platform built around performance and workforce analytics. Empuls is built for the rewards and recognition side: an owned global catalog, recognition programs and local fulfilment in 150+ countries. 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

### Rewards Employees Actually Redeem

Xoxoday owns its catalog: 10M+ reward options in 30+ categories, with no middlemen and no per-redemption markups.

2

### Recognition Built for Every Workforce

Peer, manager, spot and milestone recognition, nominations and gamification, tied to rewards people value, with an AI recognition coach.

3

### Global From Day One

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

4

### Enterprise Governance

Maker-checker approvals, budgets by country and team, role-based access, SOC 2 certified and GDPR compliant.

5

### Sales Incentives in the Same Platform

Commission automation and multi-variable incentive plans alongside recognition, with one vendor and one integration.

6

### Hands-On Customer Success

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

7

### One Platform, One Vendor

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

8

### Listening That Drives Action

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

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 and survey workflows on Empuls through simple prompts.

10

### Flexible Deployment and Integrations

SaaS, API, embedded or white-label, with data residency in the US, UAE, India and Saudi Arabia and 60+ HRMS connectors.

## How Empuls Addresses Feature Gaps with Entomo

Entomo is a capable performance and analytics platform. It offers goal and OKR management, strategy maps, nudges, AI-driven workforce insights through its Data Intelligence Agent, and engagement, recognition and rewards features. Empuls is not a performance management suite. Where Entomo's public pages stop, Empuls adds a deep rewards engine: an owned catalog, global fulfilment, local tax handling and program governance.

1. Recognition and Engagement

This matters because recognition only changes behavior when it is frequent and tied to something people value.

| Feature                             | Entomo                                                         | Xoxoday Empuls                                                                |
|-------------------------------------|----------------------------------------------------------------|-------------------------------------------------------------------------------|
| Recognition                         | Recognition and rewards systems listed among platform features | Peer, manager and spot awards, badges, milestones and structured nominations  |
| Rewards at the point of recognition | Not publicly documented                                        | Points redeemable for 10M+ rewards                                            |
| Budgets and approvals               | Not publicly documented                                        | Budgets by team and country, maker-checker approvals, audit trails            |
| Surveys                             | Continuous engagement powered by generative AI                 | Lifecycle, pulse and eNPS surveys with AI sentiment analysis and action plans |

2. Rewards Catalog and Fulfilment

This matters because a reward that cannot be delivered locally never gets redeemed.

| Feature           | Entomo                  | Xoxoday Empuls                                                      |
|-------------------|-------------------------|---------------------------------------------------------------------|
| Catalog ownership | Not publicly documented | Xoxoday-owned catalog, with no middlemen                            |
| Global fulfilment | Not publicly documented | 10M+ rewards in 30+ categories across 150+ countries                |
| Currency and tax  | Not publicly documented | 50+ currencies, cost-of-living adjustments and local tax governance |

3. Analytics and Performance

This matters because insight only helps when it leads to action.

| Feature                         | Entomo                                              | Xoxoday Empuls                                                                  |
|---------------------------------|-----------------------------------------------------|---------------------------------------------------------------------------------|
| Goals and OKRs                  | Strategy maps, goal setting, OKRs and action nudges | Not offered. Empuls is not a performance management suite                       |
| Reward and engagement analytics | Not publicly documented                             | Dashboards on participation, recognition frequency, reward spend and engagement |

4. AI

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

| Feature                        | Entomo                                                                             | Xoxoday Empuls                                                                                                                                         |
|--------------------------------|------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|
| AI assistant                   | Workwise.AI personal assistant for role-specific skill gaps and productivity tasks | Em, the Empuls AI copilot: reports on demand, recognition recommendations and campaign planning through conversation                                   |
| AI insights                    | Data Intelligence Agent for evidence-backed, actionable workforce insights         | Attrition prediction, skill mapping and survey sentiment analysis, all live                                                                            |
| AI for recognition and rewards | Not publicly documented                                                            | AI writing coach for awards, recognition suggestions and detection of favoritism and quid-pro-quo patterns                                             |
| MCP capability                 | Not publicly documented                                                            | Empuls connects to AI tools and agents through MCP, so teams can run recognition, rewards and survey workflows from the AI assistants they already use |

5. Platform and Security

This matters because HR data and reward spend both need enterprise controls.

| Feature        | Entomo                  | Xoxoday Empuls                                                                                 |
|----------------|-------------------------|------------------------------------------------------------------------------------------------|
| Integrations   | Slack and Teams listed  | 60+ HRMS connectors, plus Teams, Slack, Google Workspace, Outlook, Salesforce and HubSpot      |
| Certifications | Not publicly documented | SOC 2 certified and GDPR compliant                                                             |
| Deployment     | Not publicly documented | SaaS, API, embedded or white-label, with data residency in the US, UAE, India and Saudi Arabia |

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.

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.

