

Xoxoday Empuls vs. Forma

Forma is a strong lifestyle spending account platform. Empuls gives you lifestyle benefits and a full recognition, rewards, survey and incentive suite on one platform. 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

Lifestyle Benefits and Recognition Together

Run lifestyle spending accounts, flexible tax benefits and wellness alongside recognition, with one budget view and one vendor.

2

One Platform for the Full Employee Experience

Rewards, recognition, benefits, surveys, gifting, intranet and wellbeing on a single integration.

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

Sales Incentives in the Same Platform

Commission plan design, quota tracking and automated payouts for sales and channel teams.

6

Program Governance and Fairness

Role-based access, maker-checker approvals, budgets by country, department and manager, and AI detection of favoritism and quid-pro-quo patterns.

7

Structured Survey Depth

eNPS, pulse and lifecycle surveys with AI sentiment analysis and action plans, linked to the programs you run.

8

AI Across the Platform

Em, the Empuls AI copilot, generates reports, recommends who to recognize, coaches award writing and predicts attrition.

9

Flexible, Secure Deployment

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.

10

Hands-On Customer Success

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

How Empuls Addresses Feature Gaps with Forma

Forma is a well-regarded benefits platform. It is strong at lifestyle spending accounts, pre-tax accounts and fast claims approval, and reviewers on G2 rate it 4.8/5. Its recognition product is newer and sits inside that benefits experience. Gaps emerge for teams that also need structured recognition programs, surveys, sales incentives, an owned global reward catalog and enterprise governance on one platform. Empuls does not offer HSA or FSA style pre-tax account administration, so teams that need US pre-tax claims processing may still pair it with a dedicated benefits administrator.

1. Lifestyle and Wellbeing Benefits

This matters because lifestyle benefits only drive engagement when they sit next to the rest of the employee experience.

Feature	Forma	Xoxoday Empuls
Lifestyle Spending Accounts	Core product, configurable by use case such as wellbeing, education and caregiving	LSAs with flexible rules by employee, grade or country
Tax and flexi benefits	Pre-tax accounts (HSA, FSA) and HRA	Flexi and tax benefits for meals, fuel, travel, books and work-from-home allowances
Benefits store	Forma Store, expanded to 102 countries in 2023	10M+ rewards in 30+ categories across 150+ countries
Spending card	Forma Visa Card; foreign transaction fees apply abroad	Prepaid multi-benefit wallet and instant redemption
Wellness	Wellbeing offered as an LSA use case	Wellness marketplace with lab tests, OPD, gym memberships and consultations

2. Recognition and Rewards

This matters because recognition drives behavior only when it is frequent, visible and fair.

Feature	Forma	Xoxoday Empuls
Peer-to-peer recognition	Peer kudos with monetary rewards	Wall of Fame, badges and a real-time appreciation feed
Manager spot awards	Manager budget control for spot bonuses	Spot awards with budgets, approvals and frequency caps
Milestones	Anniversary and date-based rewards	Tenure tiers, birthdays, festivals and yearbooks
Structured nominations	Not publicly documented	Jury panels, nomination windows and branded award cycles
Gamification	Private leaderboards	Leaderboards, streaks, tiers and contests
Reward types	Cash rewards and non-cash kudos	Points, gift cards, experiences, merchandise and charity

3. Governance and Analytics

This matters because multi-country programs need control without admin overhead.

Feature	Forma	Xoxoday Empuls
Budget control	Manager budgets; notional funding, so you pay when rewards are redeemed	Budgets by country, department and manager, with rollover and alerts
Approval workflows	Not publicly documented	Maker-checker and multi-tier approvals with audit trails
Fairness guardrails	Not publicly documented	Quid-pro-quo and favoritism detection
Reporting	Dashboards for budget, usage and claims; spend and engagement analytics	Real-time dashboards, audit logs and scheduled exports

4. Sales Performance and Incentives

This matters because sales and channel teams are motivated by payouts tied to quota, not generic kudos.

Feature	Forma	Xoxoday Empuls
Quota tracking	Not publicly documented	CRM-synced quota dashboards
Incentive simulation	Not publicly documented	What-if earnings simulator
Automated payouts	Not publicly documented	Payouts on deal closure with dispute workflows

5. Surveys and Employee Voice

This matters because you need to know whether benefits and recognition are working.

Feature	Forma	Xoxoday Empuls
Engagement surveys	Not publicly documented	eNPS, pulse, lifecycle and custom surveys
AI insights	Not publicly documented	AI sentiment analysis, action plans and Moodometer
Social intranet	Not publicly documented	Feed, communities, polls and celebrations

6. AI

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

Feature	Forma	Xoxoday Empuls
AI assistant	Not publicly documented	Em: report generation, recommendations, skill mapping and attrition prediction, 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

7. Global Scale and Enterprise Confidence

This matters because global teams need local currency, language, tax and data handling.

Feature	Forma	Xoxoday Empuls
Global reach	Global operations with multiple currencies and languages	150+ countries, 50+ languages and 50+ currencies
Deployment	SaaS	SaaS, API, embedded and white-label, with regional data residency
Integrations	Not publicly documented	60+ HRMS connectors, plus Teams, Slack, Viva and Google Workspace
Security	Not publicly documented	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, 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.

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