

Xoxoday Empuls vs. Hello Team

Hello Team is a well-reviewed employee retention platform that pairs recognition with performance management, goals, surveys and an intranet. Empuls goes deeper on rewards and enterprise scale, with an owned global 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, with MCP support for AI agents.

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 Hello Team

Hello Team is easy to use and rated 4.8 out of 5 on G2 from about 196 reviews, as of October 2026. It combines peer recognition and custom badges with performance reviews, 360 feedback, goals and OKRs, a social intranet and iOS and Android apps, at published per-employee prices. As programs grow across countries, reward types and governance needs, gaps tend to appear in reward catalog depth, multi-country redemption, program governance, sales incentives and enterprise compliance. Empuls is built to close those gaps. Empuls does not replace a dedicated performance review and OKR module, so teams that need one often run it alongside Empuls.

1. Recognition and Milestones

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

Feature	Hello Team	Xoxoday Empuls
Peer recognition	Public peer recognition with custom branded badges such as Employee of the Month	Wall of Fame, badges, real-time feed, values tagging and manager spot awards
Service awards, birthdays and anniversaries	Not publicly documented	Tiered tenure programs, birthdays, anniversaries and regional festivals, fully personalized
Structured nominations	Not publicly documented	Multi-level jury panels, nomination windows, branded award cycles and AI bias detection
External recognition	Not publicly documented	Customers, partners, vendors and contractors can recognize employees on the platform
Employee yearbooks	Not publicly documented	Auto-generated, print-ready yearbooks from recognition moments and awards

2. Governance and Budgets

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

Feature	Hello Team	Xoxoday Empuls
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
Roles and access	Not publicly documented	Granular role-based access scoped by country and department
Fairness guardrails	Not publicly documented	Quid-pro-quo and favoritism detection, with mandatory review for high-value awards
Reporting	Reports and analytics included in the Performance and Pro plans	Real-time dashboards, scheduled reports, configurable exports and audit logs

3. Sales Performance and Incentives

This matters because sales, channel and partner incentives work best when they sit beside recognition, not in a separate tool.

Feature	Hello Team	Xoxoday Empuls
Quota tracking	Not publicly documented	Individual quota progress dashboards, synced with your CRM
Incentive simulation	Not publicly documented	What-if simulator that projects earnings against targets
Automated payouts	Not publicly documented	One-click payouts on deal closure, multi-hierarchy commissions and dispute workflows

4. Performance, Surveys and Growth

This matters because engagement data is most useful when it ties to action and growth.

Feature	Hello Team	Xoxoday Empuls
Performance management	Performance reviews, 360 feedback and goals or OKR tracking	Recognition and skills linked to growth; no dedicated performance review or OKR module
Employee surveys	Employee surveys module; survey types are not detailed publicly	eNPS, pulse, lifecycle and 360 surveys with AI sentiment analysis
Learning	Learning and development add-on on the Pro plan	Certification rewards, skill endorsements and training badges tied to recognition
Social intranet	Dashboard and social intranet	Social intranet with achievement posts, peer cheers and group challenges
Wellbeing	Not publicly documented	Healthy-habit incentives, fitness integrations and community wellness moments

5. Reward Catalog and Redemption

This matters because redemption decides whether a rewards program is used or ignored.

Feature	Hello Team	Xoxoday Empuls
Reward types	Gift cards, an Amazon catalog and custom company rewards	10M+ options in 30+ categories, including experiences, travel, wellness, charity and merchandise
Country coverage	Not publicly documented	Rewards available across 150+ countries
Catalog ownership	Not publicly documented	Owned and operated by Xoxoday, with no middlemen and no per-redemption markup
Local currency and tax	Not publicly documented	Local currency, cost-of-living adjusted values and local tax handling
Redemption channels	iOS and Android apps	Mobile apps, SMS and WhatsApp redemption and kiosk support

6. Global Scale and Enterprise Confidence

This matters because global teams need compliance, data residency and local language support from day one.

Feature	Hello Team	Xoxoday Empuls
Security and compliance	Not publicly documented	SOC 2 certified, GDPR compliant and VAPT-tested, with data residency in the US, UAE, India and Saudi Arabia
Languages and currencies	Not publicly documented	50+ languages and 50+ currencies with auto-conversion
Deployment	SaaS platform with a listing on Microsoft AppSource	SaaS, API, embedded or white-label deployment
HRIS integrations	ADP Workforce Now and Connectify HR are listed as partner integrations	60+ HRMS connectors including Workday, SAP, ADP and Darwinbox
Workplace tools	Slack and Teams referenced; integration details not published	Two-way integrations with Teams, Slack, Google Workspace, Outlook and Viva

7. AI and Support

This matters because smart automation and a dedicated team keep a program alive after launch.

Feature	Hello Team	Xoxoday Empuls
AI assistance	Not publicly documented	Em recommends who to recognize, coaches award writing, runs reports and predicts attrition
MCP and agentic access	Not publicly documented	MCP support lets AI agents and assistants work with Empuls, alongside agentic workflows for planning and running campaigns
Onboarding and success	Not publicly documented	Implementation engineers, a named Customer Success Manager and quarterly business reviews
Support	Not publicly documented	24/7 AI-powered support backed by a global team across time zones

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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