

Xoxoday Empuls vs. Jostle

Jostle is a well-regarded intranet for internal communications. Empuls adds recognition, rewards, incentives and surveys on top of a social intranet, so culture and communication run on one platform. 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

A Social Intranet Inside a Full Engagement Platform

Communication, recognition and rewards live in one place, so posts turn into appreciation and appreciation turns into rewards.

2

Recognition That Carries Real Rewards

Peer and manager recognition connects directly to points, redemption and budgets, with no separate bonus tool to integrate.

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

One Platform for the Full Employee Experience

Rewards, recognition, incentives, benefits, surveys, gifting and a social intranet, with one vendor and one integration.

5

Regional Nuance, Built In

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

6

Program Governance and Fairness

Budgets by country, department and manager, maker-checker approvals, role-based access, and quid-pro-quo and favoritism detection.

7

AI That Acts on Your Program

Em, the Empuls AI copilot, runs on-demand reports, recommends who to recognize, coaches award writing and analyzes survey sentiment.

8

Flexible Deployment and Services

SaaS, API, embedded or white-label on any major cloud, backed by a dedicated onboarding team and a named Customer Success Manager.

9

Strong ROI and Low TCO

One platform, fewer vendors, lower integration costs and simpler administration, with ROI visible across eNPS, retention and productivity.

10

Deep Integration Ecosystem

60+ HRMS connectors, two-way integrations with Teams, Slack, Google Workspace, Outlook and Viva, plus Salesforce, HubSpot and robust APIs.

How Empuls Addresses Feature Gaps with Jostle

Jostle is strong at what an intranet should do: a clean news hub, mobile apps, JostleAI for role-aware answers, digital signage and fast adoption. Gaps appear when a program needs to recognize, reward and measure people at scale. There, Jostle's public materials describe shout-outs and values tags, with rewards handled through a third-party integration.

1. Intranet and Communications

This matters because employees only engage with a hub they trust and can reach from anywhere.

Feature	Jostle	Xoxoday Empuls
News and company updates	News hub with an email digest	Social intranet with news, groups, polls and an appreciation feed
Mobile access	Dedicated mobile apps	Mobile-first apps for desk and frontline teams
Digital signage	JostleTV for digital signage	Not available

2. Recognition and Rewards

This matters because appreciation without a reward is easy to forget.

Feature	Jostle	Xoxoday Empuls
Peer recognition	Shout-outs tied to company values	Peer and manager recognition with badges, values tags and a real-time feed
Reward points and redemption	Through a third-party micro-bonus integration	Native points, redemption and a global owned catalog
Milestones	Birthday and hire-date recognition	Birthdays, tenure awards, yearbooks and regional festivals
Nominations and awards	Not publicly documented	Multi-level jury panels, nomination windows and branded award cycles

3. Governance, Budgets and Fairness

This matters because large programs need control, not spreadsheets.

Feature	Jostle	Xoxoday Empuls
Content governance	Permissions and governance controls	Role-based access, country-scoped admins and segmented visibility
Recognition budgets	Not publicly documented	Budgets by country, department and manager, with alerts
Approval workflows	Not publicly documented	Maker-checker flows and threshold-based routing with audit trails
Fairness guardrails	Not publicly documented	Favoritism and quid-pro-quo detection, with review for high-value awards

4. Sales Performance and Incentives

This matters because sales and frontline teams respond to clear targets and fast payouts.

Feature	Jostle	Xoxoday Empuls
Quota tracking and leaderboards	Not publicly documented	CRM-synced quota progress and persona-based leaderboards
Incentive payouts	Not publicly documented	Automated payouts on deal closure with dispute workflows

5. Wellbeing, Surveys and Growth

This matters because listening only helps when you can act on what you hear.

Feature	Jostle	Xoxoday Empuls
Surveys and polls	Polls within news	eNPS, pulse, lifecycle and 360 surveys with AI sentiment analysis and action plans
Engagement analytics	Engagement metrics	Real-time dashboards, audit logs and scheduled reports
Wellbeing rewards	Not publicly documented	Rewards for healthy-habit goals and group challenges

6. Global Scale and Enterprise Confidence

This matters because multi-country programs fail on currency, tax and compliance.

Feature	Jostle	Xoxoday Empuls
Languages and currencies	Languages not publicly documented	50+ languages and 50+ currencies, with local tax handling
Security and compliance	Security page and GDPR/DPA noted; certifications not detailed	SOC 2 certified and GDPR compliant, with annual VAPT
Integrations	Microsoft 365, Google Workspace, Slack, Zapier, HRIS/HCM and an API	60+ HRMS connectors, Teams, Slack, Viva, Salesforce, HubSpot and robust APIs
Deployment	SaaS	SaaS, API, embedded or white-label, with data residency in the US, UAE, India and Saudi Arabia

7. AI and Automation

This matters because AI only helps when it can act on your program data, not just answer questions.

Feature	Jostle	Xoxoday Empuls
Knowledge Q&A	JostleAI answers by role, location and department	Em copilot answers on-demand questions about program data
Recognition assistance	Not publicly documented	Recognition suggestions and a writing coach for awards
Survey and attrition insight	Not publicly documented	Survey sentiment analysis and attrition prediction
MCP capability	Not publicly documented	MCP support lets AI assistants and agentic workflows securely connect to Empuls data and actions
API and automation	Platform API	Robust APIs plus agentic workflows

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, a dedicated project manager leads onboarding, with structured rollout plans, promotion kits and manager toolkits - built to ensure your program lands with momentum, not a quiet rollout that fades in weeks.

Post-launch, a named Customer Success Manager drives adoption and participation through targeted campaigns, manager nudges and structured business reviews. A 24/7 AI-powered support bot keeps answers a message away.

Program playbooks for recognition, incentives and surveys help you launch faster and improve with every cycle.

One platform, one vendor, one program your people actually use.

