

Xoxoday Empuls vs. Kudoboard

Kudoboard is a well-liked tool for group cards and celebration boards. Xoxoday Empuls turns that same moment of appreciation into a recognition program, with R&R cards backed by points, an owned rewards catalog, analytics and AI.

About Empuls — Empuls is an AI-powered employee experience platform that brings recognition, rewards, benefits, surveys, gifting, sales incentives and a social intranet together. It is 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

R&R Cards That Carry Real Value

Recognition cards with messages, badges and values tagging that carry points redeemable for rewards, not just a keepsake.

2

Recognition as a Program, Not an Event

Peer awards, manager spot awards, nominations and milestones run in one system with one set of reports.

3

An Owned Rewards Marketplace

10M+ rewards across 30+ categories in 150+ countries, with no middlemen and no redemption markups.

4

Budgets, Approvals and Fairness Checks

Maker-checker approvals, budgets by country, team and manager, and favoritism and quid-pro-quo flags.

5

Analytics and Reporting

Recognition, values-adoption and participation reports show which teams and behaviors your program is reaching.

6

Em, the AI Copilot

On-demand reports, recognition suggestions, award-writing coaching, sentiment analysis and attrition prediction.

7

MCP and an AI-Ready Platform

An MCP connector lets AI assistants run Empuls recognition, rewards and survey workflows through simple prompts.

8

Built for Every Workforce

Desk, deskless and frontline teams get the same experience across mobile, messaging and kiosk access.

9

Regional Nuances, Built In

50+ languages, 50+ currencies, cost-of-living adjustments, local tax handling and regional data residency.

10

Enterprise Security and Hands-On Support

SOC 2 certified and GDPR compliant, with a named Customer Success Manager and 24/7 AI-assisted support.

How Empuls Addresses Feature Gaps with Kudoboard

Kudoboard is easy to start with. Contributors add messages, photos and GIFs to a board, and it offers a free tier, Slack and Teams links, gift card collection and printed keepsakes. Gaps appear when recognition has to run as a program, with budgets, approvals, redeemable points, reporting and AI. Kudoboard's business page does not document SOC 2, analytics dashboards or AI features.

Empuls is lighter than Kudoboard on printed keepsakes such as hard-bound books and posters, and on one-off memorial or group-card moments.

1. Recognition & R&R Cards

This matters because a card people remember is one that is tied to the behavior, the values and a reward.

Feature	Kudoboard	Xoxoday Empuls
Group cards and boards	Group boards with messages, photos, videos and GIFs	Group celebration posts on the Wall of Fame, with media and comments
Recognition cards	eCards and Shout Out boards	R&R cards with messages, badges, values tagging and attached points
Peer interaction	Tagging, likes and comments	Appreciation feed with likes, comments and badges
Manager spot awards	Spot bonuses via gift cards	Spot awards with budgets and approvals
Nomination programs	Not publicly documented	Multi-level juries and branded award cycles
Printed keepsakes	Hard-bound books, posters and slideshows	Digital-first, with fewer print options

2. Rewards & Redemption

This matters because recognition without a meaningful reward is easy to forget.

Feature	Kudoboard	Xoxoday Empuls
Gift options	250,000+ gifts and gift card collection	10M+ rewards, 30+ categories, 150+ countries
Points-based redemption	Not publicly documented	Points earned through recognition, redeemed from the catalog
Catalog model	Not publicly documented	Owned catalog, no redemption markups
Local redemption	Not publicly documented	Local currency, tax handling and cost-of-living adjustments
Experience rewards	Not publicly documented	Experiences, e-gifts, merchandise and charity

3. Automation & Integrations

This matters because recognition happens when it is built into the tools people already use.

Feature	Kudoboard	Xoxoday Empuls
Milestone automation	Birthdays, anniversaries and new hires (Enterprise plan)	Birthdays, work anniversaries and long-service tiers
Slack and Teams	Available on the Pro plan and above	Teams, Slack and Google Workspace
HRIS integration	Available on the Enterprise plan	60+ HRMS connectors
API access	Enterprise plan, by request	API, embedded and white-label deployment
Bulk board creation	Enterprise plan	Campaign and cohort-based program setup

4. Analytics, Governance & Security

This matters because programs at scale need proof of impact, control and compliance.

Feature	Kudoboard	Xoxoday Empuls
Analytics	Basic (Business) and advanced (Pro) analytics	Recognition, values-adoption and participation reports

Feature	Kudoboard	Xoxoday Empuls
Approval workflows	Not publicly documented	Maker-checker and multi-tier approvals
Budget controls	Not publicly documented	Budgets by country, team and manager
Fairness checks	Not publicly documented	Favoritism and quid-pro-quo flags
Single sign-on	SAML 2.0 on the Enterprise plan	SSO supported
Security certification	Not publicly documented	SOC 2 certified, GDPR compliant

5. Global Scale & Workforce Reach

This matters because global teams need local language, currency and access for every employee.

Feature	Kudoboard	Xoxoday Empuls
Languages and currencies	Not publicly documented	50+ languages, 50+ currencies
Frontline access	Not publicly documented	Mobile, messaging and kiosk access
Data residency	Not publicly documented	US, UAE, India and Saudi Arabia
Wider employee experience	Not publicly documented	Surveys, benefits, wellbeing and sales incentives on the same platform

6. AI & MCP

This matters because AI assistants are becoming the way HR teams get work done, and they need safe access to your people programs.

Feature	Kudoboard	Xoxoday Empuls
Built-in AI assistant	AI message enhancement	Em copilot for reports, recognition suggestions and admin help
MCP capability	Not publicly documented	MCP connector for insights, rewards, recognition, surveys and engagement workflows
Work through AI assistants	Not publicly documented	Run recognition, rewards and survey workflows from AI assistant prompts
Predictive insights	Not publicly documented	Attrition, burnout and sentiment forecasting
AI content support	AI-assisted message writing	Award-writing coach, content moderation and smart nudges

Beyond the Platform — What You Get When You Choose Empuls

Empuls is more than a card tool - it's the recognition infrastructure your people strategy runs on.

At launch, you get dedicated implementation engineers, structured onboarding, promotion kits and manager toolkits, so your program starts with momentum.

After launch, a named Customer Success Manager drives adoption through campaigns, manager nudges and monthly and quarterly business reviews. A 24/7 AI support bot is backed by a global team.

Em, the Empuls AI copilot, reports on demand, suggests who to recognize and plans whole campaigns through conversation.

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