

Xoxoday Empuls vs. Mesh.ai

Mesh.ai is an AI-native performance management platform built around goals, reviews, 1:1s and an AI coach. Empuls is the recognition, rewards and engagement platform that turns performance into motivation, with a global rewards catalog behind it. Here is how the two compare.

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 150+ countries.

Why Companies Choose Xoxoday

10 enterprise-grade differentiators that set Empuls apart.

1

A Global Rewards Catalog, Owned and Fulfilled

Xoxoday owns its catalog. 10M+ rewards across 30+ categories in 150+ countries, with no middlemen and no markup on redemptions.

2

One Platform for the Full Employee Experience

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

3

Recognition That Drives Performance

Recognition, awards and incentives tied to goals, values and outcomes, not just review cycles.

4

Regional Nuances, Built In

50+ languages, 50+ currencies, cost-of-living adjustments, local tax governance and local time zones.

5

Sales and Channel Incentives in the Same Platform

Quota tracking, incentive simulation and automated payouts alongside your HR programs.

6

Frontline and Deskless Reach

Mobile-first, with SMS/WhatsApp and kiosk redemption for teams without desks.

7

Enterprise-Grade Platform

SOC 2 certified, GDPR compliant and VAPT-tested, with role-based access and maker-checker controls.

8

Flexible Deployment

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

9

AI Copilot, Em

On-demand reports, recognition recommendations, an award-writing coach, skill mapping, attrition prediction and survey sentiment analysis.

10

Hands-On Implementation and Customer Success

Dedicated onboarding, a named Customer Success Manager, structured business reviews and 24/7 AI-powered support.

How Empuls Addresses Capability Gaps vs. Mesh.ai

Mesh.ai is a strong choice for goals and OKRs, reviews and 360s, calibration, 1:1s and AI coaching, and it adds a dedicated Customer Success Manager on every plan. Gaps emerge when teams need redeemable rewards, a global fulfillment catalog, sales

and channel incentives, frontline access and multi-country reward economics in the same program. Empuls does not replace reviews, OKRs or calibration, so teams that need those pair it with their performance tool through HRMS integrations.

1. Performance and Goals

This matters because recognition only pays off when it connects to the goals people are working toward.

Feature	Mesh.ai	Xoxoday Empuls
Reviews and 360s	Reviews and 360s on every plan	Not a review suite. Connects to your HRMS and ties recognition and awards to goals and values
Goals and OKRs	Goals and OKRs on every plan	Goal-linked recognition and milestone rewards, plus CRM-synced quota tracking for sales teams
Calibration	Calibrations on every plan	Not a calibration tool; award and recognition data can inform your review process
1:1 meetings	1:1s on Growth and Excellence plans	Manager spot awards and nudge automations; not a 1:1 meeting tool
Development plans	Development plans on the Excellence plan	Certification rewards, training badges and skill mapping with Em

2. Recognition and Rewards

This matters because appreciation sticks when it is visible, fair and backed by rewards people actually want.

Feature	Mesh.ai	Xoxoday Empuls
Peer recognition	Praise and Advice on Growth and Excellence plans	Wall of Fame, badges, likes, a real-time feed and social intranet integration
Redeemable rewards	Not publicly documented	10M+ rewards redeemable with points, gift cards and experiences
Manager spot awards and budgets	Not publicly documented	Instant spot awards, configurable budgets, approval flows and frequency caps
Nomination programs	Not publicly documented	Jury panels, nomination windows, branded award cycles and AI bias detection
Gamification	Not publicly documented	Leaderboards, streaks, tier progression and contests
Milestones and lifecycle	Not publicly documented	Long-service awards, birthdays, anniversaries and yearbooks

3. Surveys and Listening

This matters because listening only builds trust when feedback leads to visible action and recognition.

Feature	Mesh.ai	Xoxoday Empuls
Survey types	Engagement and pulse surveys	eNPS, pulse, lifecycle and 360 surveys with Mood-o-Meter
Benchmarking	Not publicly documented	Trend views by team, region and demographic
AI analysis	AI insights for managers	AI sentiment analysis and attrition prediction through Em
Action planning	Not publicly documented	AI-assisted action plans linked to recognition and rewards
Participation rewards	Not publicly documented	Reward points for survey completion

4. Reward Catalog and Redemption

This matters because redemption drives program success, so the catalog must be local, abundant and effortless to use.

Feature	Mesh.ai	Xoxoday Empuls
Global catalog	Not publicly documented	10M+ options across 30+ categories in 150+ countries
Catalog ownership	Not publicly documented	Owned and operated, with no middlemen and no markup on redemptions
Local redemption	Not publicly documented	Country-specific brands, cost-of-living adjusted values, local currency and tax compliance
Experience rewards	Not publicly documented	Curated experiences, wellness, travel, dining, donations and e-gifts
Frontline redemption	Not publicly documented	SMS/WhatsApp redemption, kiosks and mobile-first access

5. Sales and Channel Incentives

This matters because revenue teams are motivated by timely, transparent payouts, not by separate spreadsheets.

Feature	Mesh.ai	Xoxoday Empuls
Quota tracking	Not publicly documented	CRM-synced progress dashboards and milestone benchmarking
Incentive simulation	Not publicly documented	What-if simulator projecting earnings against targets
Sales leaderboards	Not publicly documented	Persona-based and regional leaderboards with AI nudges
Automated payouts	Not publicly documented	One-click payouts on deal closure, multi-hierarchy commissions and dispute workflows

6. Global Scale, Security and Integrations

This matters because global rollouts need compliance, deployment control and connections to your HR stack.

Feature	Mesh.ai	Xoxoday Empuls
Security and compliance	Not publicly documented	SOC 2 certified, GDPR compliant and VAPT-tested
Integrations	12 listed, including Slack, Teams, Google and Outlook calendars, Okta, Azure AD and ADFS	60+ HRMS connectors plus Teams, Slack, Salesforce, HubSpot and open APIs
Languages and currency	Not publicly documented	50+ languages and 50+ currencies with auto-conversion
Deployment and data residency	Not publicly documented	SaaS, API, embedded or white-label, with residency in the US, UAE, India and Saudi Arabia
Scale	Not publicly documented	5,000+ enterprises across 150+ countries

7. AI

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

Feature	Mesh.ai	Xoxoday Empuls
AI assistant	Maven Assistant chatbot on every plan	Em, the Empuls AI copilot, builds reports and plans campaigns through simple conversation
AI coaching and nudges	Maven Recommends nudges and Maven Coach on Growth and Excellence plans	Recognition nudges to managers, a writing coach for awards and skill mapping
AI for recognition and rewards	Not publicly documented	AI writing coach for awards, recognition suggestions and detection of favoritism and quid-pro-quo patterns
Attrition and sentiment	Not publicly documented	Attrition prediction and survey sentiment analysis, both live

Feature	Mesh.ai	Xoxoday Empuls
MCP capability	Not publicly documented	Connects to AI tools and agents through MCP, so teams can run recognition, rewards and survey workflows from the AI assistants they already use

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, so your program lands with momentum.

After launch, a named Customer Success Manager drives adoption through targeted campaigns, manager nudges and monthly and quarterly business reviews. A 24/7 AI-powered support bot keeps your teams unblocked.

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

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

Pricing and feature claims reflect information publicly available as of October 9, 2026 and may change. Readers should verify current details on the competitor's site.

