

Xoxoday Empuls vs. 5 Starr Engagement

If you're evaluating 5 Starr Engagement and Empuls for employee listening, this document walks you through where the platforms diverge on surveys and insights, and why it matters at scale.

ABOUT EMPULS SURVEYS & INSIGHTS

Empuls is an AI-powered employee listening and engagement survey platform built on one continuous loop: Listen, Understand, Act. Agentic AI check-ins, pulse, eNPS, lifecycle, mood, and custom surveys feed a live intelligence layer and closed-loop action planning. Trusted by 2,000+ companies across 100+ countries, and connected to recognition, rewards, and benefits in one platform.

Why Companies Choose Empuls for Surveys & Insights

10 reasons Empuls leads AI-powered employee listening.

1

Listen, Understand, Act Loop

One continuous system from signal to outcome — the only survey platform that closes the loop on record.

2

Agentic AI Survey Agent

Proactive conversational check-ins in Slack, Teams, and WhatsApp, with real-time sentiment and no forms to build.

3

Full Survey Coverage

Pulse, eNPS, eight lifecycle types, a one-tap mood-o-meter, and custom surveys from 800+ validated questions.

4

Science-Backed, Not Guesswork

AON Hewitt Say-Stay-Strive and Deming PDCA, validated with SHRM; Cronbach's Alpha 0.82.

5

AI Intelligence Layer

Sentiment and theme clustering, 10 engagement drivers, predictive risk scoring, and auto-generated narratives.

6

Closed-Loop Action Planning

AI-suggested plans with owner, deadline, resolution tracking, and a follow-up pulse that verifies change.

7

Reach Every Employee

Slack, Teams, Google Chat, kiosk, QR, SSO or OTP, WCAG accessibility, and 50+ languages.

8

Role-Gated Insights

Manager, HRBP, and leadership each see the right rollup, with demographic heatmaps and benchmarks.

9

One Platform, Not a Point Tool

Surveys sit alongside recognition, rewards, and benefits, so insight connects to the levers that move it.

10

Enterprise-Grade & Secure

ISO 27001, SOC 2 Type II, GDPR, DPDP, and HIPAA alignment, with per-region data residency and 24/7 support.

How Empuls Compares on Surveys & Insights

5 Starr Engagement is a founder-led survey consultancy for hospitality, casino, restaurant, and healthcare employers, delivering hospitality-specific survey design and human-analyst insight at 30–60% lower cost than large firms. But when evaluation centers on dedicated employee listening — survey breadth, engagement-science rigor, closed-loop action planning, and a connected engagement platform — the tools diverge. Below, we compare seven capability areas where survey and insights buyers assess fit.

1. Conversational AI Survey Agent

Proactive, agentic check-ins that listen, probe, and surface insight in the flow of work — no forms, no send lists.

Capability	5 Starr Engagement	Xoxoday Empuls
Agentic Check-ins	Not Available	AI agent proactively reaches employees at the right lifecycle moment, no form or send list
Conversation Channels	Online survey links and on-site/in-person collection	Native in Slack, Microsoft Teams, and WhatsApp
Personalized Conversations	Not Available	Contextual check-ins tailored to each employee's stage, role, and prior responses
Real-Time Sentiment	Not Available; sentiment assessed by consultants post-collection	Every reply analyzed for tone and emotion in real time, not just logged
Predictive Risk Detection	Manual "flight-risk" department analysis by consultants	Flags disengagement, burnout, and attrition risk early, before a formal survey
Conversational Insights	Not Available	Ask the AI agent for a survey's eNPS or sentiment right in chat
Survey-Grade Rigor	Dedicated survey design per engagement, human-analyzed	Structured, anonymized, role-gated analytics identical to a formal survey
Alert-Word Escalation	Not Available	Flags sensitive or at-risk language such as harassment and auto-escalates to HR

2. Survey Types & Listening Coverage

Every channel and format, no coverage gaps — from a one-tap daily mood read to full lifecycle programs.

Capability	5 Starr Engagement	Xoxoday Empuls
Pulse & eNPS	eNPS measured within project-based engagements	eNPS loyalty benchmarking plus pulse into the four engagement drivers behind the score

Lifecycle Surveys	Onboarding and exit surveys offered as discrete survey types	Eight types auto-triggered from HRIS events: onboarding, 30/60/90, manager, review, L&D, DEI, milestone, exit
Mood-o-Meter	Not Available	One-tap daily emoji sentiment read with optional agentic 'why' follow-up, zero survey fatigue
Custom Surveys	Custom survey design tailored per industry and client	800+ validated questions, conditional and skip logic, full configurability
Question Types	Standard questionnaire formats	Likert, multiple choice, eNPS, ranking, short text, and open-ended
Anonymity Controls	Anonymous data collection standard across surveys	Anonymous, confidential, or identified, configurable per survey and per question
Wellbeing Check-ins	Not Available	Dedicated wellbeing conversations and dashboard to monitor and act on wellbeing signals
Compliance & Post-Exit	Exit surveys for departing employees	POSH assessments, training evaluations, and post-exit surveys to former employees

3. Reach Every Employee

Meet employees where they are — every login path, channel, and accessibility need covered by default.

Capability	5 Starr Engagement	Xoxoday Empuls
Multi-Channel Delivery	Online survey links; on-site/in-person collection for frontline staff	Slack, Microsoft Teams, Google Chat, and the Empuls app
Flexible Login	Client ID and password portal for administrators	Corporate SSO, email, or OTP for frontline and contract staff
Kiosk Mode	Not Available	Shared-device mode for frontline and factory-floor teams, no individual login
QR Scan-to-Respond	Not Available	Scan a QR code to respond in seconds, built for no-device moments
Languages	Survey translation services available on request	50+ languages with automatic per-employee translation
Accessibility	Not stated	Built to WCAG accessibility standards

4. Intelligence, Sentiment & Analytics

Two layers of intelligence — what's happening now, and what to do next — backed by 12 ready-made reports.

Capability	5 Starr Engagement	Xoxoday Empuls
AI Sentiment & Themes	Consultant-authored qualitative analysis	Every comment scored positive/neutral/negative with themes clustered automatically
Engagement Drivers	Not Available	10 AON Hewitt-validated drivers with demographic heatmaps
Predictive Risk Scoring	Manual departmental "flight-risk" assessment	Employees auto-bucketed as disengaged or at-risk; at-risk language flagged

Benchmarking	Not Available	Against your own history and anonymized industry peers by department, location, cohort
Dashboards & Reports	Written report delivered per engagement within 14 days	Real-time dashboards and a 12-report library; export to CSV/PDF, Power BI, Tableau
Role-Gated Views	Not Available	Manager sees team, HRBP sees unit, leadership sees the org rollup
Auto-Generated Narratives	Not Available	Leadership-ready summaries with KPIs, risks, recommended actions, and statistical-confidence flags
HR Partner Impact Score	Not Available	Employees rate HRBPs on issue resolution, feeding HR performance metrics
High-Potential Mapping	Not Available	Identifies and helps retain high-potential employees from engagement and sentiment signals

5. Backed by Engagement Science

Every question set, scoring model, and benchmark traces to established research, validated with SHRM.

Capability	5 Starr Engagement	Xoxoday Empuls
Validated Frameworks	Proprietary hospitality-DNA survey methodology	AON Hewitt Say-Stay-Strive and Deming PDCA built into program design
Statistical Validation	Not Available	Cronbach's Alpha 0.82, test-retest 0.78, engagement-attrition $r = -0.45$
SHRM Validation	Not Available	Question sets and scoring validated with SHRM

6. Close the Loop: Action & Outcomes

The part most survey providers skip — insight to resolution, tracked on record inside one platform.

Capability	5 Starr Engagement	Xoxoday Empuls
AI-Suggested Action Plans	Not Available	AI clusters open-text responses and highlights the drivers with the sharpest decline
Owner & Deadline	Recommendations delivered in the written report; no in-platform assignment	Structured action auto-tagged to a driver, assigned with a deadline, owner notified in Slack or Teams
Resolution Tracking	Not Available	Status moves Active to In Review to Done with an auditable closure log
Follow-Up Verification	Re-engagement typically requires a new survey project	The next pulse or an agent check-in verifies the action moved the score
Driver-Tagged History	Not Available	Action history tagged by driver and linked to the next survey cycle
Audit & Access Control	Not Available	Role-based access, HRBP and manager notifications, audit log on every closure
Employer-Brand Advocacy	Not Available	Routes highly engaged employees to share on Glassdoor and LinkedIn to build employer brand

7. Enterprise, Security & the Connected Platform

A listening platform built for scale, security, and follow-through — connected to the levers that move engagement.

Capability	5 Starr Engagement	Xoxoday Empuls
Security & Compliance	Not publicly disclosed	ISO 27001:2022, SOC 2 Type II, GDPR, CCPA, DPDP, HIPAA alignment; VAPT tested
Deployment & Data Residency	Consultant-delivered surveys via a client web portal	Scales 200 to 200,000 employees; per-region data residency and privacy; white-label
HRIS & Integrations	Not Available	Pre-built connectors for Workday, BambooHR, SAP SuccessFactors; open APIs
Connected Engagement	Not Available (survey consultancy only, no rewards, recognition, or benefits)	Surveys sit alongside recognition, rewards, and benefits in one platform
Scale & Reach	Independent operators to national hospitality brands; US, Canada, and international clients via translation	2,000+ companies, 50M+ users, frontline to enterprise
Support & Success	Direct access to founder-led consulting team; free initial consultation	24/7 support, dedicated CSM, QBRs, guided onboarding and benchmarking

Beyond the Survey — What You Get When You Choose Empuls

Empuls is more than a survey tool, it's the listening infrastructure your people strategy runs on.

At launch, you get ready-to-launch templates, guided setup, dedicated onboarding, and benchmarking built in from day one, so your first survey cycle lands with momentum rather than a quiet rollout that fades.

Post-launch, a named Customer Success Manager drives participation and follow-through through structured QBRs, while a 24/7 support team keeps your listening program running, backed by SLAs and high first-contact resolution.

On AI, Empuls is already ahead. The agent runs continuous conversational check-ins, scores sentiment in real time, clusters open text into themes, predicts attrition risk, and drafts leadership-ready narratives and action plans, all inside one platform.

The longer you run Empuls, the sharper your listening and the faster you turn signal into outcome.