

Xoxoday Empuls vs. All Digital Rewards

If you're evaluating All Digital Rewards and Empuls, this document walks you through where the platforms diverge — and why it matters for your program at scale.

About Xoxoday Empuls

Empuls brings rewards, recognition, benefits, surveys, gifting, sales incentives, and social intranet into one AI-powered platform. Trusted by 2,000+ companies across 100+ countries, including enterprises with 50,000+ employees — modular by design, built to scale.

Why Companies Choose Xoxoday

10 enterprise-grade differentiators that set Empuls apart.

1

Multi-Country Enterprise Programs

Designed for large, complex organizations spanning multiple countries, industries, and workforce types — desk-based, deskless, and frontline.

2

One Platform for the Full Employee Experience

Rewards, recognition, incentives, benefits, surveys, gifting, social intranet, and wellbeing — one platform, one vendor, one integration.

3

The Most Comprehensive Reward Marketplace

Xoxoday owns its catalog — most competitors outsource. 10M+ rewards, 20+ categories, 100+ countries. No middlemen.

4

Regional Nuances, Built In

70+ languages, multi-currency, Cost of Living adjustments, purchase parity, local tax governance, local data residency, and local time zone support.

5

Enterprise-Grade Platform

SOC 2, ISO 27001, GDPR, HIPAA, CCPA, DPDP, WCAG compliant. VAPT-tested. Scalable architecture, robust APIs, role-based access, and maker-checker controls.

6

Flexible Deployment

SaaS, API, embedded, or white-label — on any major cloud. Data residency across the US, UAE, India, and Saudi Arabia. Very few vendors offer this range.

7

Deep Integration Ecosystem

60+ HRMS connectors. Two-way integrations with Teams, Slack, Google Workspace, Outlook and Viva. Salesforce, HubSpot, Jira, Zendesk, and more.

8

AI Copilot — Em

On-demand reports, recognition recommendations, writing coach, skill mapping, attrition prediction, and survey sentiment analysis — all live today.

9

Strong ROI & Low TCO

10

Professional Services & Customer Success

One platform, fewer vendors, lower integration costs, simpler admin. ROI visible across eNPS, retention, sales performance, productivity, and skills.

White-glove onboarding, dedicated project management at launch. Named CSM, structured MBRs & QBRs, and 24/7 AI-powered support post-launch.

How Xoxoday Empuls Addresses Capability Gaps with All Digital Rewards

All Digital Rewards (ADR) is a solid rewards-and-incentive payout infrastructure company — its RewardSTACK™ platform is built for issuing gift cards, prepaid Visa cards, and merchandise via API, bulk upload, or secure links, with strong compliance credentials. But ADR is fundamentally a reward-fulfillment and payout layer, not an employee engagement platform. Gaps show up wherever a buyer needs recognition, culture, feedback, benefits, or AI-driven engagement built natively around the reward transaction — not bolted onto it.

1. Employee Recognition & Social Engagement

This matters because rewards without recognition and visibility rarely build culture — engagement platforms need a social layer, not just a payout rail.

Capability	All Digital Rewards	Xoxoday Empuls
Peer-to-peer recognition feed	Not Available	Social recognition feed with likes, comments, and public celebration moments
Values-based / spot awards	Not Available	Custom recognition awards mapped to company values and milestones
Manager-to-team recognition tools	Not Available	Manager nudges and recognition prompts to drive consistent team-level appreciation
Social intranet / company feed	Not Available	Built-in social intranet for announcements, groups, and culture content

2. Surveys, eNPS & Pulse Feedback

This matters because reward spend is far more effective when it's tied to real-time sentiment data, not run as a disconnected payout activity.

Capability	All Digital Rewards	Xoxoday Empuls
eNPS & pulse surveys	Not Available	Native eNPS and pulse survey engine with benchmarking
Lifecycle surveys (onboarding, exit)	Not Available	Automated lifecycle surveys triggered by HRMS events
AI-powered sentiment analysis	Not Available	AI-driven survey sentiment analysis surfaced through Em
Reward-linked survey incentives	API-driven incentive payout for survey completion	Native survey-to-reward workflows inside one platform, no integration required

3. Benefits & Lifestyle Perks

This matters because total rewards increasingly includes always-on benefits and perks, not just one-time payouts tied to a campaign or trigger.

Capability	All Digital Rewards	Xoxoday Empuls
Flexible benefits / lifestyle spending accounts	Not Available	Configurable flexible benefits and lifestyle spending accounts by role or geography
Perks & discounts marketplace	Not Available	Always-on perks and discounts marketplace across brands and categories
Wellness incentive programs	Wellness incentive payouts (gift cards, prepaid, checks)	Wellness engagement programs with points, milestones, and integrated payouts
Milestone & life-event gifting	Not Available	Automated milestone gifting for anniversaries, birthdays, and life events

4. Rewards Catalog & Global Fulfillment

This matters because catalog depth, ownership, and geographic reach directly shape redemption satisfaction and program adoption at scale.

Capability	All Digital Rewards	Xoxoday Empuls
Reward catalog breadth	Gift cards, prepaid Visa cards, merchandise, and points across 15+ redemption options	10M+ rewards across 20+ categories, owned catalog with no middlemen
Geographic reach	70+ countries supported, multicurrency and multilingual	100+ countries with local catalog coverage, 70+ languages, purchase-parity pricing
Custom Visa prepaid cards	Co-branded restricted/unrestricted-use Visa prepaid cards via Bancorp Bank issuance	Digital wallets, prepaid options, and cash-equivalent rewards within the same platform
Direct marquee-retailer redemption (e.g., Amazon)	Not Available	Direct Amazon redemption in select markets via Xoxoday's marketplace

5. AI & Automation

This matters because engagement programs run better with intelligence layered on top of transactions — not just rules-based automation for triggering a payout.

Capability	All Digital Rewards	Xoxoday Empuls
Rule/trigger-based reward automation	Zapier and API-based triggers to automate reward issuance	Native rule engine plus AI-recommended recognition and reward triggers
AI copilot for admins	Not Available	Em AI copilot for on-demand reports, writing coach, and skill mapping
Attrition / churn prediction	Not Available	AI-powered attrition prediction using engagement and transactional signals
Recognition recommendation engine	Not Available	AI-suggested "who to recognize" recommendations based on activity signals

6. Integrations & Enterprise Governance

This matters because enterprise buyers need deep two-way system connections and layered governance, not just a no-code automation add-on.

Capability	All Digital Rewards	Xoxoday Empuls
Native HRMS connectors	Not Available	60+ HRMS connectors with two-way sync
Workplace tool integrations	Zapier-based no-code automation across connected apps	Native two-way integrations with Teams, Slack, Google Workspace, Outlook and Viva
CRM / ticketing integrations	API integration with CRM, HR, and e-commerce systems	Native connectors for Salesforce, HubSpot, Jira, and Zendesk
Compliance certifications	SOC 2 Type II, PCI DSS, GDPR, CCPA, HIPAA, HITRUST certified	SOC 2, ISO 27001, GDPR, HIPAA, CCPA, DPDP, and WCAG compliant, VAPT-tested
Maker-checker / role-based governance	Budget and spend controls with distribution oversight	Maker-checker workflows and granular role-based access across HR, marketing, finance, and ops

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 — today. In FY2026, Em will automate full engagement calendars and enable admins to plan and execute entire campaigns through simple conversation.

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