

Xoxoday Empuls vs. Assembly

If you're evaluating Assembly 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

100+ languages, multi-currency, Cost of Living Indicator (COLI) 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

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

10

Professional Services & Customer Success

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

How Empuls is a Comprehensive Employee Engagement Platform

Assembly is a fast-growing, AI-forward SMB recognition platform with a strong peer-to-peer core, lightweight onboarding, and the Dora AI assistant. Praised on G2 for ease of use, it is well-suited to teams that want simple shoutouts with minimal setup. Where gaps emerge at scale - enterprise compliance depth, owned global reward catalog, multi-country tax governance, and true sales incentive workflows - Empuls extends far beyond a peer-recognition tool.

1. Celebrate Milestones & Life Events

Automate celebrations that reinforce culture and connection across the employee lifecycle.

Capability	Assembly	Xoxoday Empuls
Birthdays & Anniversaries	Automated birthdays, anniversaries, new-hire welcome posts	Automated birthdays, work anniversaries, onboarding, farewell & life events - personalized e-cards, points & physical gifts
Long-Service Awards	Not Available	Long-service awards with custom yearbooks, digital & physical gifts, multi-level approval workflows
Full Lifecycle Coverage	Birthdays, anniversaries, onboarding focus	Full lifecycle coverage - onboarding to exit, wedding, new parent, promotions & retirements
AI Manager Nudges	Dora AI nudges to encourage recognition	Manager nudges & AI-powered reminders so no milestone is missed across distributed teams

2. Peer-to-Peer & Manager-Led Recognition

Appreciation in the flow of work - configurable, governed, and relevant across every role and region.

Capability	Assembly	Xoxoday Empuls
Peer-to-Peer Recognition	Peer shoutouts, boosts and rewards - core strength	Peer, manager, spot, jury, nomination & value-based awards - all configurable in one platform
Flow-of-Work Recognition	Slack & Microsoft Teams bots	Recognition in flow of work - Teams, Slack, Outlook, mobile, web, Viva & Workplace
Nomination Workflows	Custom awards builder & challenges	Nomination workflows with AI-powered bias detection against instances of exclusion and favoritism
Values & Award Types	Custom awards aligned to company values	Core-values tagging, customizable award types, maker-checker governance & budget controls

3. Sales Incentives & Performance Rewards

Drive quota-carrying teams, channel partners, and gig workers with goal-based, automated incentives.

Capability	Assembly	Xoxoday Empuls
Sales Incentive Programs	Not Available	Automated commission & incentive programs for quota-carrying roles, channel partners & gig workers
Gamified Contests	Challenges with reward payouts	Goal-based contests, leaderboards, SPIFFs, gamified challenges with real-time CRM sync
CRM Integrations	Not Available	Native integrations with Salesforce, HubSpot, LeadSquared, Zoho & Microsoft Dynamics
Commission Automation	Not Available	Multi-tier programs for inside sales, field sales, dealers & distributors with payout automation

4. Wellness & Learning Incentives

Reward the behaviors that compound - wellbeing, learning, and personal development at scale.

Capability	Assembly	Xoxoday Empuls
Lifestyle Spending Accounts	Not Available	Lifestyle Spending Accounts for wellness, learning, WFH, fitness & family care
Wellness Challenges	Team/company-wide wellness challenges	Team wellness challenges, step goals, mental-health nudges & habit streaks
Learning Incentives	Skill-development challenges with rewards	L&D; incentives tied to course completion, certifications & skill-mapping
Curated Employee Perks	Not Available	Curated perks across 6,000+ brands - fitness, therapy, nutrition, gym memberships

5. Talent Referral & Gamified Engagement

Turn every employee into a talent scout - with gamification, leaderboards, and feedback loops that measure impact.

Capability	Assembly	Xoxoday Empuls
Referral Programs	Not Available	End-to-end referral programs with tracking, tiered payouts & auto-nudges via HRMS integration
Leaderboards & Gamification	Points, badges & community engagement	Leaderboards, badges, points streaks & contests to drive participation across the employee base
Admin Campaigns	Custom awards, challenges & announcements	Admin-led campaigns with targeting by department, role, geography - all trackable in one dashboard
Employee Voice & Surveys	Surveys add-on; pulse via Dora Hub	eNPS, pulse, lifecycle & 360 surveys with AI sentiment analysis, Mood-o-Meter

6. Culture, Communication & Feedback

One social fabric - intranet, announcements, and feedback channels that reach desk and deskless workers alike.

Capability	Assembly	Xoxoday Empuls
Social Intranet	Community Spaces with AI Sparks prompts	Branded social intranet with groups, announcements, polls, wikis & community spaces
Internal Communications	Announcements via Teams, Slack, email, mobile push	Targeted internal comms with read receipts, mandatory acknowledgments & localized content
Feedback Channels	Surveys & 1:1s as paid add-ons	Anonymous feedback channels, skip-level surveys, eNPS & always-on pulse
Deskless & Frontline Reach	Mobile-ready via Slack/Teams; no dedicated mobile app	Multilingual content, WhatsApp/SMS reach for deskless & frontline workers

7. AI-Powered Intelligence & Insights

Turn recognition and engagement signals into decisions HR leaders can act on - today, not next quarter.

Capability	Assembly	Xoxoday Empuls
AI Assistant / Copilot	Dora AI assistant - answers, summaries, nudges	AI Copilot Em - on-demand reports, recognition recommendations, writing coach, attrition prediction
Bias Detection	Not Available	AI-powered bias detection against instances of exclusion and favoritism in nominations & awards
Real-Time Analytics	Dora Hub - engagement trends & real-time dashboards	Real-time dashboards on recognition spend, sentiment, program ROI, adoption & DEI signals
Survey Sentiment AI	AI insights via Dora Hub for culture signals	Survey sentiment analysis, topic clustering & predictive action recommendations for HR leaders

8. Global & Enterprise Readiness

Program controls, reward marketplace depth, and deployment flexibility built for the scrutiny of enterprise procurement and InfoSec.

Capability	Assembly	Xoxoday Empuls
Multi-Country Coverage	Global rewards catalog; limited regional tax/currency depth	100+ countries, 100+ languages, multi-currency, COLI & purchase parity adjustments
Integration Depth	ADP, Google, Office 365, Slack, Teams HRIS connectors	60+ HRMS connectors. Two-way Teams, Slack, Google Workspace, Salesforce, HubSpot, Jira & Zendesk
Deployment Flexibility	SaaS only; mobile-ready via chat apps	SaaS, API, embedded, or white-label; mobile-first; data residency across US, UAE, India, Saudi Arabia

Capability	Assembly	Xoxoday Empuls
Enterprise Compliance	SOC 2 Type II with quarterly security assessments	SOC 2, ISO 27001, GDPR, HIPAA, CCPA, DPDP, WCAG compliant. VAPT-tested, RBAC & maker-checker
Reward Marketplace	Thousands of gift cards, swag & charitable donations	10M+ options across 100+ countries with partners like Amazon, Visa & MasterCard. 30+ categories, Xoxoday-owned catalog
Platform Scalability	4,000+ customers; primarily SMB to mid-market focus	Scalable to 50,000+ employees, proven at global enterprises across BFSI, manufacturing, tech, retail

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. It also automates full engagement calendars and lets admins plan and execute entire campaigns through simple conversation.

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