

Xoxoday Empuls vs. Benevity

Benevity is built for corporate giving. Empuls puts giving-linked recognition, rewards and engagement in one platform, so CSR becomes part of everyday employee experience.

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 desk, deskless and frontline workforces in 150+ countries.

Why Companies Choose Xoxoday

10 enterprise-grade differentiators that set Empuls apart.

1

Multi-Country Enterprise Programs

Run programs across countries, industries and workforce types, including desk-based, deskless and frontline teams.

2

CSR Inside the Full Employee Experience

Giving and volunteering recognition sit next to rewards, surveys and recognition. One vendor, one integration.

3

An Owned Global Rewards Marketplace

10M+ reward options in 30+ categories across 150+ countries, including charity and donation options. No middlemen.

4

Regional Nuance, Built In

50+ languages, 50+ currencies, cost-of-living adjustments, purchase parity, local tax governance and local data residency.

5

Sales Incentives in the Same Platform

Commission automation and multi-variable plans, with no separate tool.

6

Benefits and Wellbeing Breadth

Perks, flexi-benefits, lifestyle spending accounts and wellness programs on the same platform.

7

Structured Survey Depth

Lifecycle surveys, eNPS and AI-generated action plans that turn feedback into next steps.

8

AI and MCP Across the Platform

A recognition coach, predictive analytics, content moderation, the Em AI copilot and an MCP connection for AI assistants.

9

Enterprise Governance and Security

Role-based access, maker-checker controls, budgets, abuse detection and fairness adjustments. SOC 2 certified and GDPR compliant.

10

Flexible Deployment and Services

SaaS, white-label, SSO and APIs, with white-glove onboarding, a named Customer Success Manager and 24/7 support.

How Empuls Addresses Feature Gaps with Benevity

Benevity is a respected specialist in employee giving. It states that it validates about 2.5 million nonprofits and covers donations, volunteering, grants management, employee groups and challenges. Teams usually look for an alternative when they want CSR to

sit alongside recognition, rewards and engagement, without running a separate giving tool. Empuls has a limit worth knowing: it is not a dedicated grants-management or nonprofit-due-diligence platform.

1. Giving and CSR

This matters because CSR participation sticks when it is part of daily recognition, not a separate portal.

Feature	Benevity	Xoxoday Empuls
Nonprofit network	About 2.5M continuously validated nonprofits, per Benevity	Charity and donation options in the rewards catalog
Volunteering	Volunteer platform with hour tracking and logging	CSR and volunteering recognition and rewards
Grants management	Grantmaking, sponsorships, in-kind tracking and nonprofit due diligence	Not a grants-management platform
Employee groups	Employee Groups tools to discover and create ERGs	Social intranet with interest groups and communities
Challenges	Gamified campaigns with leaderboards and participant tracking	Recognition campaigns, leaderboards and team challenges

2. Recognition and Rewards

This matters because recognition drives retention, and it works best when peer, manager and milestone recognition live together.

Feature	Benevity	Xoxoday Empuls
Peer and manager recognition	Not publicly documented	Wall of Fame, badges, real-time feed, values tagging and manager spot awards
Milestone automation	Not publicly documented	Birthdays, anniversaries, tenure awards and regional festivals, fully personalized
Points and redemption	Not publicly documented	Points redeemable across the Xoxoday-owned catalog
Budgets and governance	Not publicly documented	Budgets by country, department and manager, maker-checker approvals and abuse detection

3. Reward Catalog and Payouts

This matters because employees redeem what they actually want, in their own country.

Feature	Benevity	Xoxoday Empuls
Catalog	Not publicly documented	10M+ reward options across 30+ categories, Xoxoday-owned
Countries	Global disbursement to nonprofits, per Benevity	Rewards in 150+ countries
Currencies and languages	Not publicly documented	50+ currencies and 50+ languages
Regional fairness	Not publicly documented	Cost-of-living and purchase-parity adjustments with local tax governance

4. Engagement and Surveys

This matters because engagement data shows you where recognition and giving are needed most.

Feature	Benevity	Xoxoday Empuls
Surveys and eNPS	Not publicly documented	eNPS, pulse, lifecycle and 360 surveys with AI action plans
Sales incentives	Not publicly documented	Quota tracking, leaderboards and automated payouts on the same platform

Feature	Benevity	Xoxoday Empuls
Benefits and wellbeing	Not publicly documented	Perks, flexi-benefits, lifestyle spending accounts and wellness

5. Integrations and Security

This matters because HR and security teams sign off on the stack, not just the features.

Feature	Benevity	Xoxoday Empuls
HRIS and collaboration	Not publicly documented	60+ HRMS connectors plus Teams, Slack, Google Workspace, Outlook and Viva
Security and compliance	Not publicly documented	SOC 2 certified and GDPR compliant, with HIPAA, CCPA, DPDP and WCAG coverage
Deployment	Not publicly documented	SaaS, API, embedded or white-label, with data residency in the US, UAE, India and Saudi Arabia

6. Analytics and Reporting

This matters because leaders need giving and recognition outcomes in one view.

Feature	Benevity	Xoxoday Empuls
Impact reporting	Reporting suite with real-time, outcomes-focused reports and impact storytelling	Engagement, recognition and reward analytics with scheduled exports
Predictive insights	Not publicly documented	Attrition, burnout, engagement and sentiment forecasting

7. AI and MCP

This matters because AI assistants are becoming the way admins and employees get work done.

Feature	Benevity	Xoxoday Empuls
MCP server	Public MCP server for nonprofit search, announced December 2025 through Claude for Nonprofits, with no authentication	MCP connection to run insights, rewards, recognition and surveys by prompt
MCP scope	Nonprofit and cause discovery	Recognition, rewards, surveys and engagement workflows
AI recognition coach	Not publicly documented	Drafts recognition posts and appreciation messages
AI copilot	Not publicly documented	Em gives admins and employees instant reports and answers
Predictive analytics	Not publicly documented	Attrition, burnout and sentiment trends
Content moderation	Not publicly documented	Auto-flags inappropriate content
Skill intelligence	Not publicly documented	Skills mapped from recognition and program data

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.

Empuls gives you one platform, one integration and one vendor for rewards, recognition, benefits, surveys, sales incentives and giving-linked recognition.

At launch, you get dedicated Implementation Engineers, structured onboarding, manager toolkits and adoption workshops. Post-launch, a named Customer Success Manager drives adoption through campaigns, manager nudges and regular business reviews, with 24/7 support across time zones.

Your CSR program grows with the rest of your employee experience.

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



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