

Xoxoday Empuls vs. BI Worldwide

If you're evaluating BI Worldwide 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

BI Worldwide is a long-established, service-heavy incentive and recognition agency with deep behavioral-economics expertise and flagship platforms like Elevate™ and G5. Their strength lies in consulting-led program design and sales incentive execution for Fortune 500 clients. Where gaps emerge at scale - modern product-led SaaS agility, transparent modular deployment, and owned reward marketplace economics - Empuls offers a sharper, more cost-efficient alternative.

1. Celebrate Milestones & Life Events

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

Capability	BI Worldwide	Xoxoday Empuls
Service Anniversaries	Milestone Experience service anniversary program	Automated birthdays, work anniversaries, onboarding, farewell & life events - personalized e-cards, points & physical gifts
Lifecycle Events Coverage	Focused on service anniversaries & appreciation days	Full lifecycle coverage - onboarding to exit, wedding, new parent, promotions & retirements
Automated Scheduling	Manual program design & consulting-led setup	Long-service awards with custom yearbooks, digital & physical gifts, multi-level approval workflows
Manager Nudges	Not Available	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	BI Worldwide	Xoxoday Empuls
Peer-to-Peer Recognition	EZ Recognition, On-The-Spot Cards, Public Recognition Wall	Peer, manager, spot, jury, nomination & value-based awards - all configurable in one platform
Flow-of-Work Recognition	Email, web portal; Teams/Slack limited	Recognition in flow of work - Teams, Slack, Outlook, mobile, web, Viva & Workplace
Nomination Workflows	Nominations with watsonx-assisted selection	Nomination workflows with AI-powered bias detection against instances of exclusion and favoritism
Values & Award Types	Badges, certificates, public recognition, award calculator	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	BI Worldwide	Xoxoday Empuls
Sales Incentive Programs	GoalQuest®, ChallengePoint™ patented sales incentives	Automated commission & incentive programs for quota-carrying roles, channel partners & gig workers
Gamified Contests	Leaderboards, SPIFFs, challenge-based programs	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
Channel Partner Programs	Strong - agency-led channel incentive programs	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	BI Worldwide	Xoxoday Empuls
Lifestyle Spending Accounts	Not Available	Lifestyle Spending Accounts for wellness, learning, WFH, fitness & family care
Wellness Challenges	Not Available	Team wellness challenges, step goals, mental-health nudges & habit streaks
Learning Incentives	Mastery Marketplace - skill-building 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	BI Worldwide	Xoxoday Empuls
Referral Programs	Not Available	End-to-end referral programs with tracking, tiered payouts & auto-nudges via HRMS integration
Leaderboards & Gamification	Leaderboards for incentive programs	Leaderboards, badges, points streaks & contests to drive participation across the employee base
Admin Campaigns	Agency-managed program design	Admin-led campaigns with targeting by department, role, geography - all trackable in one dashboard
Employee Voice & Surveys	Not Available	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	BI Worldwide	Xoxoday Empuls
Social Intranet	Forum, Banners, Resource Center in G5 platform	Branded social intranet with groups, announcements, polls, wikis & community spaces
Internal Communications	Automated Alerts, News and Tips via platform	Targeted internal comms with read receipts, mandatory acknowledgments & localized content
Feedback Channels	Not Available	Anonymous feedback channels, skip-level surveys, eNPS & always-on pulse
Deskless & Frontline Reach	Web & mobile portal access	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	BI Worldwide	Xoxoday Empuls
AI Assistant / Copilot	Program Advisor Digital Assistant via IBM watsonx	AI Copilot Em - on-demand reports, recognition recommendations, writing coach, attrition prediction
Bias Detection	watsonx-assisted nomination bias mitigation	AI-powered bias detection against instances of exclusion and favoritism in nominations & awards
Real-Time Analytics	Reports & Dashboards in G5	Real-time dashboards on recognition spend, sentiment, program ROI, adoption & DEI signals
Survey Sentiment AI	Not Available	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	BI Worldwide	Xoxoday Empuls
Multi-Country Coverage	13+ languages, currency conversion, regional delivery	100+ countries, 100+ languages, multi-currency, COLI & purchase parity adjustments
Integration Depth	HRIS & SSO integrations available, limited CRM	60+ HRMS connectors. Two-way Teams, Slack, Google Workspace, Salesforce, HubSpot, Jira & Zendesk
Deployment Flexibility	SaaS platform with agency implementation; mobile-ready	SaaS, API, embedded, or white-label; mobile-first; data residency across US, UAE, India, Saudi Arabia

Capability	BI Worldwide	Xoxoday Empuls
Enterprise Compliance	SOC 2 & data-security practices via enterprise contracts	SOC 2, ISO 27001, GDPR, HIPAA, CCPA, DPDP, WCAG compliant. VAPT-tested, RBAC & maker-checker
Reward Marketplace	Merchandise, Experiences & Mastery marketplaces with curated selection	10M+ options across 100+ countries with partners like Amazon, Visa & MasterCard. 30+ categories, Xoxoday-owned catalog
Platform Scalability	Fortune 500 enterprise deployments via managed services	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.