

Xoxoday Empuls vs. Guusto

If you're evaluating Guusto 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

Guusto is a simple, frontline-friendly recognition platform known for no-markup, dollar-for-dollar gift cards and a built-in charitable angle, donating clean water for every gift sent. But when enterprise evaluation shifts to global catalog ownership, surveys and engagement, AI-driven governance, and deep HRMS breadth, the platforms diverge. Below, we compare seven core capability areas where enterprise buyers assess fit.

1. Celebrate Milestones & Life Events

Automate celebrations that reinforce culture and connection across the employee lifecycle - from day one to every year after.

Capability	Guusto	Xoxoday Empuls
Employee Onboarding	Onboarding reward programs supported	Welcome swag & merchandise fulfillment, celebratory reward points, day-one culture moments
Long Service Awards	Automated milestone/anniversary/years-of-service awards	Auto-tiered tenure programs at 3/5/10/15/20+ years with loyalty rewards
Festivals & Special Occasions	Automated birthdays and holidays sends	Birthdays, anniversaries, graduations, marriages, regional festivals - fully personalized
Year Recaps via Employee Yearbooks	Not Available	Auto-generated print-ready yearbooks from recognition moments, peer tributes & awards
Video & Multi-Format Messages	Not Available	Video shoutouts, GIF cards, social wall shares, multi-format celebrations

2. Recognize & Reward Performance at Scale

Appreciation culture relevant across regions, roles, and reward preferences - with governance to ensure fairness and consistency.

Capability	Guusto	Xoxoday Empuls
Peer-to-Peer Recognition	Peer shoutouts, nominations, public wall	Wall of Fame, badges, likes, real-time appreciation feed, social intranet integration
Manager Spot Awards	Manager spot bonuses, personal budgets	Instant spot awards, configurable budgets, approval flows, frequency caps
Structured Nomination Programs	Employee nominations with randomized draws	Multi-level jury panels, nomination windows, branded award cycles, AI-powered bias detection against instances of exclusion and favoritism

Capability	Guusto	Xoxoday Empuls
Gamification	Leaderboards and prize draws only	Leaderboards, badges, streaks, tier progression, contest mechanics across all programs
External Stakeholder Recognition	Customer rewards and incentives supported	Customers, partners, vendors, contractors recognize employees on same platform
Values-Aligned Recognition	Core value tagging in reports	Company values tagged on every recognition, reports on values adoption by team/region

3. Run Programs with Enterprise Governance

Run complex, multi-country R&R; programs without admin chaos - with governance, budget control, and automation built in.

Capability	Guusto	Xoxoday Empuls
Multi-Level Approval Workflows	Budgets, cost centers, spending limits	Maker-checker flows, multi-tier approvals, threshold-based auto-routing, audit trails
Budget Governance & Allocation	Personal/shared cost-center budgets	Configurable budgets by country/department/manager, real-time utilization, rollover controls, alerts
Role-Based Access Controls	Admin roles, SSO, proxy access	Granular RBAC, data residency by role, country-scoped admins, segmented visibility
Anti-Bias & Fairness Guardrails	Not Available	Quid-pro-quo detection, favoritism pattern flags, mandatory review for high-value awards
Program Templates & Playbooks	Pilot program setup, basic templates	Pre-built program templates, launch playbooks, manager nudge automations
Admin Reporting & Audit Logs	Recognition, budget, taxable-benefit dashboards	Real-time dashboards, audit-ready logs, configurable exports, scheduled reports

4. Drive Sales Performance

Unify sales, channel, and partner incentives with end-to-end plan design, tracking, and payout - no disputes, no delays.

Capability	Guusto	Xoxoday Empuls
Sales Quota Tracking	Not Available	Individual quota progress dashboards, milestone benchmarking, CRM-synced
Incentive Simulation	Not Available	What-if simulator projects earnings vs targets using historical data
Sales Leaderboards	Recognition leaderboards (no AI nudges)	Persona-based leaderboards, regional splits, AI-powered nudges for laggards
Automated Incentive Payouts	Not Available	One-click payouts on deal closure, multi-hierarchy commissions, dispute workflows

5. Support Wellbeing & Professional Growth

Go beyond cash - engage employees through healthy habits, community recognition, and growth moments that reinforce culture.

Capability	Guusto	Xoxoday Empuls
Incentivize Healthy Habits	Wellness program rewards supported	Reward points, gift cards, fitness integrations & more for completing wellness stages and goals
Community-Led Wellness Moments	Not Available	Social intranet achievement posts, peer cheers, group challenges across teams and regions
Learning & Development Recognition	Learning/development incentive rewards	Certification rewards, skill endorsements, training badges tied to recognition
Talent Referral Programs	Referral/advocacy rewards supported	Automated referral bonuses, tracking workflows, payout on hire milestones
Employee Voice & Surveys	Not Available	eNPS, pulse, lifecycle & 360 surveys with AI sentiment analysis, Mood-o-Meter

6. Deliver Rewards Employees Actually Want

Redemption drives program success - the catalog must be abundant, locally relevant, and frictionless to redeem.

Capability	Guusto	Xoxoday Empuls
Global Reward Catalog	60,000+ merchant locations, ~100 brands	10M+ options across 100+ countries with partners like Amazon, Visa & MasterCard. 30+ categories, Xoxoday-owned catalog
Catalog Ownership Model	No markup, dollar-for-dollar value	Owned & operated - no middlemen, no markup on redemptions
Local Redemption Options	US/Canada focus, limited local	Country-specific brands, Cost of Living Indicator (COLI)-adjusted values, local currency, local tax compliance
Experience Rewards	Gift cards, charity, swag, custom rewards	Curated experiences, wellness, travel, dining, charity donations, e-gifts, merchandise
Seamless Redemption Tech	Email, SMS, QR, mobile app	Instant redemption, SMS/WhatsApp redemption, kiosk support, omnichannel access

7. Scale Globally with Enterprise Confidence

Global enterprises demand multi-country compliance, flexible deployment, robust integrations, and data sovereignty - non-negotiables for scale.

Capability	Guusto	Xoxoday Empuls
Deployment Flexibility	SaaS, API, Zapier integrations	SaaS, API, embedded, or white-label; mobile-first; data residency across US, UAE, India, Saudi Arabia

Capability	Guusto	Xoxoday Empuls
Security & Compliance	SOC 2 certified	SOC 2, ISO 27001, GDPR, CCPA, HIPAA, DPDP, WCAG; VAPT-tested annually
Multi-Language & Currency	Primarily English, USD/CAD	100+ languages, 50+ currencies, Cost of Living Indicator (COLI) adjustments, auto-conversion, local tax handling
HRMS & Integration Ecosystem	HRIS, SSO, Teams, SharePoint, Outlook	60+ HRMS (Workday, SAP, ADP, Darwinbox); Teams, Slack, Viva, Salesforce, HubSpot; robust APIs
Marketplace Scale & Economics	60,000+ locations, mainly North America	10M+ rewards; 100+ countries; owned catalog - no middlemen, no markup
Customer Scale & Support	Frontline-focused brands; thousands of reviews	2,000+ companies, 100+ countries; 24/7 AI copilot + human support across time zones

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.