

Xoxoday Empuls vs. Leena AI

If you're evaluating Leena AI and Empuls for employee listening, this document walks you through where the platforms diverge on surveys and insights, and why it matters at scale.

ABOUT EMPULS SURVEYS & INSIGHTS

Empuls is an AI-powered employee listening and engagement survey platform built on one continuous loop: Listen, Understand, Act. Agentic AI check-ins, pulse, eNPS, lifecycle, mood, and custom surveys feed a live intelligence layer and closed-loop action planning. Trusted by 2,000+ companies across 100+ countries, and connected to recognition, rewards, and benefits in one platform.

Why Companies Choose Empuls for Surveys & Insights

10 reasons Empuls leads AI-powered employee listening.

1

Listen, Understand, Act Loop

One continuous system from signal to outcome - the only survey platform that closes the loop on record.

2

Agentic AI Survey Agent

Proactive conversational check-ins in Slack, Teams, and WhatsApp, with real-time sentiment and no forms to build.

3

Full Survey Coverage

Pulse, eNPS, eight lifecycle types, a one-tap mood-o-meter, and custom surveys from 800+ validated questions.

4

Science-Backed, Not Guesswork

AON Hewitt Say-Stay-Strive and Deming PDCA, validated with SHRM; Cronbach's Alpha 0.82.

5

AI Intelligence Layer

Sentiment and theme clustering, 10 engagement drivers, predictive risk scoring, and auto-generated narratives.

6

Closed-Loop Action Planning

AI-suggested plans with owner, deadline, resolution tracking, and a follow-up pulse that verifies change.

7

Reach Every Employee

Slack, Teams, Google Chat, kiosk, QR, SSO or OTP, WCAG accessibility, and 50+ languages.

8

Role-Gated Insights

Manager, HRBP, and leadership each see the right rollup, with demographic heatmaps and benchmarks.

9

One Platform, Not a Point Tool

Surveys sit alongside recognition, rewards, and benefits, so insight connects to the levers that move it.

10

Enterprise-Grade & Secure

ISO 27001, SOC 2 Type II, GDPR, DPDP, and HIPAA alignment, with per-region data residency and 24/7 support.

How Empuls Compares on Surveys & Insights

Leena AI is an agentic AI platform for HR, IT, and finance service automation, built around AI Colleagues that resolve tickets and answer policy questions. But when evaluation centers on dedicated employee listening - survey breadth, engagement-science rigor, closed-loop action planning, and a connected engagement platform - the tools diverge. Below, we compare seven capability areas where survey and insights buyers assess fit.

1. Conversational AI Survey Agent

Proactive, agentic check-ins that listen, probe, and surface insight in the flow of work - no forms, no send lists.

Capability	Leena AI	Xoxoday Empuls
Agentic Check-ins	Conversational HR assistant; automation-first, not survey-led	AI agent proactively reaches employees at the right lifecycle moment, no form or send list
Conversation Channels	Teams, Slack, WhatsApp, web, mobile, voice	Native in Slack, Microsoft Teams, and WhatsApp
Personalized Conversations	Context-graph memory personalizes assistant conversations	Contextual check-ins tailored to each employee's stage, role, and prior responses
Real-Time Sentiment	Limited; sentiment secondary to ticket resolution	Every reply analyzed for tone and emotion in real time, not just logged
Predictive Risk Detection	Limited; eNPS trend tracking, not survey-grade attrition science	Flags disengagement, burnout, and attrition risk early, before a formal survey
Conversational Insights	Ask the assistant; oriented to knowledge and tickets	Ask the AI agent for a survey's eNPS or sentiment right in chat
Survey-Grade Rigor	Limited; not a dedicated survey analytics engine	Structured, anonymized, role-gated analytics identical to a formal survey
Alert-Word Escalation	Limited; content moderation, not survey escalation	Flags sensitive or at-risk language such as harassment and auto-escalates to HR

2. Survey Types & Listening Coverage

Every channel and format, no coverage gaps - from a one-tap daily mood read to full lifecycle programs.

Capability	Leena AI	Xoxoday Empuls
Pulse & eNPS	eNPS tracking (reports +7 to +12 pt lift); pulse limited	eNPS loyalty benchmarking plus pulse into the four engagement drivers behind the score

Capability	Leena AI	Xoxoday Empuls
Lifecycle Surveys	Limited lifecycle survey coverage	Eight types auto-triggered from HRIS events: onboarding, 30/60/90, manager, review, L&D, DEI, milestone, exit
Mood-o-Meter	Not Available	One-tap daily emoji sentiment read with optional agentic 'why' follow-up, zero survey fatigue
Custom Surveys	Basic survey capability; no validated 800+ question bank	800+ validated questions, conditional and skip logic, full configurability
Question Types	Standard question types	Likert, multiple choice, eNPS, ranking, short text, and open-ended
Anonymity Controls	Limited anonymity configuration	Anonymous, confidential, or identified, configurable per survey and per question
Wellbeing Check-ins	Limited	Dedicated wellbeing conversations and dashboard to monitor and act on wellbeing signals
Compliance & Post-Exit	Limited survey coverage	POSH assessments, training evaluations, and post-exit surveys to former employees

3. Reach Every Employee

Meet employees where they are - every login path, channel, and accessibility need covered by default.

Capability	Leena AI	Xoxoday Empuls
Multi-Channel Delivery	Teams, Slack, WhatsApp, web, mobile	Slack, Microsoft Teams, Google Chat, and the Empuls app
Flexible Login	SSO and enterprise identity	Corporate SSO, email, or OTP for frontline and contract staff
Kiosk Mode	Not Available	Shared-device mode for frontline and factory-floor teams, no individual login
QR Scan-to-Respond	Not Available	Scan a QR code to respond in seconds, built for no-device moments
Languages	100+ languages, voice-enabled	50+ languages with automatic per-employee translation
Accessibility	Not stated	Built to WCAG accessibility standards

4. Intelligence, Sentiment & Analytics

Two layers of intelligence - what's happening now, and what to do next - backed by 12 ready-made reports.

Capability	Leena AI	Xoxoday Empuls
AI Sentiment & Themes	Limited; analytics focused on service and tickets	Every comment scored positive/neutral/negative with themes clustered automatically
Engagement Drivers	Not Available (no AON Hewitt driver model)	10 AON Hewitt-validated drivers with demographic heatmaps
Predictive Risk Scoring	Limited; eNPS trend, not survey risk scoring	Employees auto-bucketed as disengaged or at-risk; at-risk language flagged
Benchmarking	Limited survey benchmarking	Against your own history and anonymized industry peers by department, location, cohort
Dashboards & Reports	Service-delivery and automation analytics	Real-time dashboards and a 12-report library; export to CSV/PDF, Power BI, Tableau
Role-Gated Views	Role-based access and permissions	Manager sees team, HRBP sees unit, leadership sees the org rollup
Auto-Generated Narratives	AI summaries oriented to service, not survey narratives	Leadership-ready summaries with KPIs, risks, recommended actions, and statistical-confidence flags
HR Partner Impact Score	Partial; ticket resolution CSAT	Employees rate HRBPs on issue resolution, feeding HR performance metrics
High-Potential Mapping	Not Available	Identifies and helps retain high-potential employees from engagement and sentiment signals

5. Backed by Engagement Science

Every question set, scoring model, and benchmark traces to established research, validated with SHRM.

Capability	Leena AI	Xoxoday Empuls
Validated Frameworks	Not Available (automation platform, not survey science)	AON Hewitt Say-Stay-Strive and Deming PDCA built into program design
Statistical Validation	Not Available	Cronbach's Alpha 0.82, test-retest 0.78, engagement-attrition $r = -0.45$
SHRM Validation	Not Available	Question sets and scoring validated with SHRM

6. Close the Loop: Action & Outcomes

The part most survey platforms skip - insight to resolution, tracked on record inside one platform.

Capability	Leena AI	Xoxoday Empuls
AI-Suggested Action Plans	Limited; action is ticket resolution, not survey action plans	AI clusters open-text responses and highlights the drivers with the sharpest decline

Capability	Leena AI	Xoxoday Empuls
Owner & Deadline	Workflow and ticket assignment, not driver-tagged survey actions	Structured action auto-tagged to a driver, assigned with a deadline, owner notified in Slack or Teams
Resolution Tracking	Strong ticket resolution tracking in a service context	Status moves Active to In Review to Done with an auditable closure log
Follow-Up Verification	Limited survey follow-up loop	The next pulse or an agent check-in verifies the action moved the score
Driver-Tagged History	Not Available	Action history tagged by driver and linked to the next survey cycle
Audit & Access Control	Observability, governance, audit trail, RBAC	Role-based access, HRBP and manager notifications, audit log on every closure
Employer-Brand Advocacy	Not Available	Routes highly engaged employees to share on Glassdoor and LinkedIn to build employer brand

7. Enterprise, Security & the Connected Platform

A listening platform built for scale, security, and follow-through - connected to the levers that move engagement.

Capability	Leena AI	Xoxoday Empuls
Security & Compliance	SOC 2, ISO 27001, HIPAA, GDPR compliant	ISO 27001:2022, SOC 2 Type II, GDPR, CCPA, DPDP, HIPAA alignment; VAPT tested
Deployment & Data Residency	Enterprise cloud; governance and access controls built in	Scales 200 to 200,000 employees; per-region data residency and privacy; white-label
HRIS & Integrations	200+ enterprise integrations (Workday, SAP, ServiceNow, Oracle)	Pre-built connectors for Workday, BambooHR, SAP SuccessFactors; open APIs
Connected Engagement	Not Available (HR/IT/finance service automation, no rewards)	Surveys sit alongside recognition, rewards, and benefits in one platform
Scale & Reach	500+ enterprises, 20M+ employees; Gartner Leader	2,000+ companies, 50M+ users, frontline to enterprise
Support & Success	45-day go-live; enterprise support	24/7 support, dedicated CSM, QBRs, guided onboarding and benchmarking

Beyond the Survey - What You Get When You Choose Empuls

Empuls is more than a survey tool, it's the listening infrastructure your people strategy runs on.

At launch, you get ready-to-launch templates, guided setup, dedicated onboarding, and benchmarking built in from day one, so your first survey cycle lands with momentum rather than a quiet rollout that fades.

Post-launch, a named Customer Success Manager drives participation and follow-through through structured QBRs, while a 24/7 support team keeps your listening program running, backed by SLAs and high first-contact resolution.

On AI, Empuls is already ahead. The agent runs continuous conversational check-ins, scores sentiment in real time, clusters open text into themes, predicts attrition risk, and drafts leadership-ready narratives and action plans, all inside one platform.

The longer you run Empuls, the sharper your listening and the faster you turn signal into outcome.