

Xoxoday Empuls vs. Thriwe

Thriwe is built to give a brand's customers perks like lounge access and dining offers. Empuls runs loyalty, rewards, and benefits for your employees, channel partners, and customers on one platform, with a reward catalog Xoxoday owns.

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 for desk, deskless, and frontline teams.

Why Companies Choose Xoxoday

10 enterprise-grade differentiators that set Empuls apart.

1

Multi-Country Enterprise Programs
Built for complex organizations spanning countries, industries, and workforce types, from desk-based to deskless and frontline.

2

One Platform for the Full Employee Experience
Rewards, recognition, benefits, surveys, gifting, and intranet with one vendor and one integration.

3

An Owned Reward Catalog
10M+ rewards across 30+ categories in 150+ countries. Xoxoday owns the catalog, so there are no middlemen.

4

Regional Nuance, Built In
50+ languages, 50+ currencies, Cost of Living adjustments, purchase parity, local tax governance, and data residency.

5

Loyalty and Benefits Beyond Perks
Points, tiers, flexi benefits, and allowances for employees and channel partners, not only a perks catalog.

6

Sales and Channel Incentives
Quota tracking, commission automation, and payouts in the same platform as recognition.

7

Enterprise Governance
Role-based access, maker-checker approvals, budget controls, and fairness safeguards. SOC 2 certified and GDPR compliant.

8

AI Across the Platform
Em copilot, agentic workflows, and MCP so AI assistants can run programs with simple prompts.

9

Flexible Deployment
SaaS, API, embedded, or white-label with SSO, on any major cloud with regional data residency.

10

Services and Customer Success
White-glove onboarding, a named CSM, Monthly and Quarterly Business Reviews, and AI-powered 24/7 support.

How Empuls Addresses Feature Gaps with Thriwe

Thriwe is strong in consumer-facing benefits. It covers travel and lounge, dining, sports, healthcare, lifestyle, and digital perks across 120+ countries, with a white-label loyalty engine, QR, WhatsApp, and email redemption, and ISO 27001 and SOC 2 certification. Gaps appear in employee recognition, governance, sales incentives, and AI, which its public pages do not detail.

Empuls is not a consumer lifestyle-perks network, so a team whose core need is cardholder perks such as airport lounge access may find Thriwe a closer fit.

1. Loyalty & Benefits Programs

This matters because loyalty and benefits only work when one program can serve every audience.

Feature	Thriwe	Xoxoday Empuls
Program types	Customer loyalty and channel partner loyalty	Employee, channel partner, and customer programs on one platform.
Loyalty models	Points, tiers, gift cards, vouchers, and offers; SURGE earn-and-burn and PrivyPass membership	Points, tiers, flexi benefits, allowances, prepaid cards, and gift cards.
White-label option	Plug & Play white-label loyalty engine	SaaS, API, embedded, or white-label deployment.
Benefit breadth	Travel and lounge, dining, sports, healthcare, lifestyle, and digital perks	Perks, wellness, flexi benefits, learning rewards, and experiences on the same platform as recognition.
Omnichannel engagement	Online and offline channel synchronization with branded apps and microsites	Mobile apps, social intranet, Teams and Slack, SMS and WhatsApp, and kiosks.

2. Recognition & Rewards

This matters because recognition drives everyday participation, not only redemption.

Feature	Thriwe	Xoxoday Empuls
Peer-to-peer recognition	Not publicly documented	Wall of Fame, badges, likes, a real-time appreciation feed, and social intranet integration.
Manager spot awards	Not publicly documented	Instant spot awards with configurable budgets, approval flows, and frequency caps.
Nomination programs	Not publicly documented	Multi-level jury panels, nomination windows, branded award cycles, and AI bias detection.
Gamification	Not publicly documented	Leaderboards, badges, streaks, tier progression, and contests across all programs.
Milestones and lifecycle	Not publicly documented	Auto-tiered tenure awards, birthdays, onboarding moments, and print-ready yearbooks.

3. Governance, Budgets & Fairness

This matters because multi-country programs fail without budget control, approvals, and safeguards against favoritism.

Feature	Thriwe	Xoxoday Empuls
Approval workflows	Not publicly documented	Maker-checker flows, multi-tier approvals, threshold-based auto-routing, and audit trails.
Budgets	Not publicly documented	Budgets by country, department, and manager with real-time utilization, rollover controls, and alerts.
Access controls	Not publicly documented	Granular role-based access, country-scoped admins, and data residency by role.
Anti-bias guardrails	Not publicly documented	Quid-pro-quo detection, favoritism flags, and mandatory review for high-value awards.
Reporting	Data-driven decision making	Real-time dashboards, audit-ready logs, scheduled reports, and Em on-demand reports.

4. Sales & Channel Incentives

This matters because revenue teams and partners need incentives in one place, without payout disputes.

Feature	Thrive	Xoxoday Empuls
Channel partner programs	Channel partner loyalty	Channel and partner incentive programs alongside employee programs.
Quota tracking	Not publicly documented	Individual quota progress dashboards, CRM-synced.
Incentive simulation	Not publicly documented	What-if simulator that projects earnings against targets using historical data.
Automated payouts	Not publicly documented	One-click payouts on deal closure, multi-hierarchy commissions, and dispute workflows.

5. Surveys, Wellbeing & Growth

This matters because engagement programs need listening signals as well as rewards.

Feature	Thrive	Xoxoday Empuls
Employee surveys	Not publicly documented	eNPS, pulse, lifecycle, and 360 surveys with AI sentiment analysis.
Wellness benefits	Healthcare, sports, and fitness center benefits for members	Reward points and gift cards for completing wellness goals, plus fitness integrations.
Learning recognition	Not publicly documented	Certification rewards, skill endorsements, and training badges.
Referral programs	Not publicly documented	Automated referral bonuses with payout on hire milestones.

6. Reward Catalog & Redemption

This matters because catalog economics and redemption ease decide whether a program is used.

Feature	Thrive	Xoxoday Empuls
Catalog size	100K+ rewards and 400K+ touchpoints	10M+ options across 30+ categories in 150+ countries.
Catalog model	Benefits delivered through a partner network	Xoxoday-owned and operated, with no middlemen and no markup on redemptions.
Redemption channels	QR codes, WhatsApp, email, branded apps, and microsites	Instant redemption, SMS and WhatsApp redemption, kiosks, and omnichannel access.
Local redemption	Not publicly documented	Country-specific brands, COLI-adjusted values, local currency, and local tax compliance.
Experiences	Lounge, dining, golf, spa, and healthcare experiences	Curated experiences, wellness, travel, dining, charity donations, e-gifts, and merchandise.

7. Global Scale & Enterprise Confidence

This matters because enterprises buy on compliance, integrations, and data sovereignty.

Feature	Thrive	Xoxoday Empuls
Security and compliance	ISO 27001 and SOC 2	SOC 2, ISO 27001, GDPR, CCPA, HIPAA, DPDP, and WCAG, with annual VAPT.
Geographic reach	120+ countries	5,000+ enterprises across 150+ countries.

Feature	Thriwe	Xoxoday Empuls
Language and currency	Not publicly documented	50+ languages and 50+ currencies with COLI adjustments and auto-conversion.
HRMS and tool integrations	Not publicly documented	60+ HRMS connectors including Workday, SAP, ADP, and Darwinbox; Teams, Slack, Viva, Salesforce, and HubSpot; robust APIs.
Deployment	White-label loyalty engine	SaaS, API, embedded, or white-label, with data residency in the US, UAE, India, and Saudi Arabia.

8. AI & MCP

This matters because AI assistants are becoming the way HR teams run programs, so the platform has to be reachable from them.

Feature	Thriwe	Xoxoday Empuls
Model Context Protocol (MCP)	Not publicly documented	Connect AI assistants to Empuls through MCP to run insights, rewards, recognition, survey, and engagement workflows with simple prompts.
AI reporting	Not publicly documented	Em generates reports on demand, with admins asking questions in plain language.
Recognition coaching	Not publicly documented	GenAI coach drafts appreciation messages and recommends who to recognize.
Predictive insights	Not publicly documented	Attrition, burnout, engagement, and sentiment forecasts, plus skill mapping.
Nudges and moderation	Not publicly documented	Smart nudges based on recognition gaps, plus AI content moderation.

Beyond the Platform — What You Get When You Choose Empuls

At launch, you get dedicated Implementation Engineers, structured onboarding, promotion kits, manager toolkits, and adoption workshops, so your program lands with momentum.

After launch, a named Customer Success Manager drives adoption, recognition frequency, and participation through targeted campaigns and manager nudge programs, backed by Monthly and Quarterly Business Reviews. A 24/7 AI-powered support bot and a global team across time zones keep your people unblocked.

On AI, Em generates reports on demand, recommends who to recognize, coaches award writing, maps skills, and predicts attrition. It also automates engagement calendars and lets admins plan whole campaigns through simple conversation.

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

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