

# Xoxoday Empuls vs. LumApps

LumApps is an employee experience platform built around a modern intranet and internal communications. Empuls is built around recognition, rewards, incentives and engagement, with a social intranet included. Here is how they compare, so you can pick the platform that fits your program.

**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

### Rewards and Recognition Are the Core

Peer recognition, manager spot awards, nominations and points all run natively in Empuls, with no extension or third-party rewards integration required.

2

### An Owned Global Rewards Marketplace

10M+ reward options in 30+ categories across 150+ countries. Xoxoday owns its catalog, so there are no middlemen and no per-redemption markups.

3

### One Platform for the Full Employee Experience

Recognition, surveys, benefits, wellness, gifting, sales incentives and a social intranet, with one vendor and one integration.

4

### Regional Nuance, Built In

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

5

### Program Governance and Fairness

Budgets by country, department and manager, maker-checker approvals, and quid-pro-quo and favoritism detection.

6

### AI That Acts on Your Program

Em, the Empuls AI copilot, runs on-demand reports, recommends who to recognize, coaches award writing and predicts attrition.

7

### Enterprise-Grade Platform

SOC 2 certified and GDPR compliant, with HIPAA, CCPA, DPDP and WCAG coverage. VAPT-tested, with role-based access and maker-checker controls.

8

### Flexible Deployment

SaaS, API, embedded or white-label on any major cloud, with data residency in the US, UAE, India and Saudi Arabia.

9

### Deep Integration Ecosystem

60+ HRMS connectors, two-way integrations with Teams, Slack, Google Workspace, Outlook and Viva, plus Salesforce, HubSpot, Jira and Zendesk.

10

### Strong ROI and Low TCO

One platform, fewer vendors, lower integration costs and simpler administration, with ROI visible across eNPS, retention, sales performance and skills.

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## How Empuls Addresses Feature Gaps with LumApps

LumApps is a strong choice for organizations whose priority is internal communications. It unifies intranet, news, search and frontline access, integrates natively with Microsoft 365 and Google Workspace, and offers 50+ no-code connectors. Gaps appear when a program needs to recognize and reward people at scale: recognition is delivered through an extension, and rewards through third-party integrations rather than a catalog LumApps owns. Empuls covers that ground natively.

1. Rewards and Recognition

This matters because recognition only changes behavior when it is paired with rewards people actually want.

| Feature                  | LumApps                                                                 | Xoxoday Empuls                                                               |
|--------------------------|-------------------------------------------------------------------------|------------------------------------------------------------------------------|
| Peer-to-peer recognition | Posts, comments, likes, badges and awards, with a recognition extension | Wall of Fame, badges, real-time feed, points and social intranet integration |
| Manager spot awards      | Not publicly documented                                                 | Instant spot awards, configurable budgets, approval flows and frequency caps |
| Structured nominations   | Not publicly documented                                                 | Jury panels, nomination windows, branded award cycles and AI bias detection  |
| Points and redemption    | Points redeemable through third-party reward integrations               | Native points with redemption in the owned 10M+ catalog                      |

2. Global Rewards Catalog

This matters because redemption is where programs succeed or stall, and locally relevant choice drives it.

| Feature           | LumApps                                | Xoxoday Empuls                                                                         |
|-------------------|----------------------------------------|----------------------------------------------------------------------------------------|
| Catalog ownership | Rewards delivered through integrations | Owned and operated, with no middlemen and no markup                                    |
| Scale             | Not publicly documented                | 10M+ options, 30+ categories, 150+ countries                                           |
| Local redemption  | Not publicly documented                | Country-specific brands, local currency, COLI-adjusted values and local tax compliance |

3. Communications and Intranet

This matters because people can only be recognized and rewarded if they hear about it where they work.

| Feature                            | LumApps                                                                 | Xoxoday Empuls                                                                          |
|------------------------------------|-------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|
| Intranet, news and communities     | Core product: intranet, news, communities and search                    | Social intranet with news, feed and communities                                         |
| Microsoft 365 and Google Workspace | Native integrations                                                     | Two-way Teams, Slack, Google Workspace, Outlook and Viva integrations                   |
| Video, forms and checklists        | Video management, digital forms, safety checklists and shift scheduling | Video shoutouts and GIF cards in recognition; operational forms are not an Empuls focus |
| Enterprise app connectors          | 50+ no-code connectors, an SDK and low-code micro-apps                  | 60+ HRMS connectors plus Salesforce, HubSpot, Jira, Zendesk and open APIs               |

4. Engagement and Listening

This matters because listening only matters if it leads to action.

| Feature               | LumApps                               | Xoxoday Empuls                                                                     |
|-----------------------|---------------------------------------|------------------------------------------------------------------------------------|
| Surveys               | Surveys and polls within the platform | eNPS, pulse, lifecycle and 360 surveys with AI sentiment analysis and action plans |
| Wellness and benefits | Not publicly documented               | Wellness challenges, benefits, flexi-perks and learning rewards                    |

| Feature          | LumApps                 | Xoxoday Empuls                                                           |
|------------------|-------------------------|--------------------------------------------------------------------------|
| Sales incentives | Not publicly documented | Quota tracking, incentive simulation, leaderboards and automated payouts |

5. AI

This matters because AI is only useful when it connects to the work employees and admins do daily.

| Feature                 | LumApps                                                                                                                                   | Xoxoday Empuls                                                                                                                          |
|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|
| AI assistant and agents | AI-integrated search, content and agents; Agent Studio and Learning Agent in early access, with general availability planned for mid-2026 | Em: recommendations, writing coach, skill mapping, attrition prediction and sentiment analysis, all live                                |
| MCP capability          | Not publicly documented                                                                                                                   | Empuls connects to AI tools and agents through MCP, so teams can query programs and run actions from the AI assistants they already use |
| Translation             | Inline chat translation in 200+ languages                                                                                                 | 50+ platform languages                                                                                                                  |

6. Global Scale and Frontline

This matters because global programs need compliance, residency and access for every worker.

| Feature                 | LumApps                                                                                | Xoxoday Empuls                                                                                 |
|-------------------------|----------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| Frontline access        | Mobile-first with QR and SMS access; 87% average frontline adoption (LumApps-reported) | Mobile apps, SMS and WhatsApp redemption, and kiosk support                                    |
| Deployment              | SaaS                                                                                   | SaaS, API, embedded or white-label, with data residency in the US, UAE, India and Saudi Arabia |
| Security and compliance | Not detailed on the pages reviewed                                                     | SOC 2, ISO 27001, GDPR, HIPAA, CCPA, DPDP and WCAG; VAPT-tested                                |

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.