Everest Group Rewards and Recognition (R&R) Solutions PEAK Matrix® Assessment 2026

Focus on Augeo

July 2026

Background and scope of the research

Rewards and recognition (R&R) solutions have evolved from employee engagement tools to strategic platforms that help organizations reinforce culture, improve productivity, and strengthen talent retention. As enterprises navigate workforce transformation and AI-driven operating models, buyers increasingly expect R&R solutions to deliver measurable business outcomes through personalized recognition, data-driven insights, and seamless integration with the broader HR technology ecosystem.

The market continues to mature beyond recognition and rewards. Providers are expanding investments in AI-enabled assistants, predictive analytics, manager effectiveness, and workflow automation, while strengthening consulting capabilities to help enterprises design recognition strategies aligned with organizational objectives. Flexible reward catalogs, localized fulfillment, and global program administration remain important differentiators for multinational deployments.

The R&R market is also converging with adjacent employee experience (EX) capabilities. Many providers are extending their offerings through in-house investments or partnerships across employee listening, wellness, learning, performance management, and internal communications to create more connected employee engagement ecosystems. However, buyers continue to prioritize providers that demonstrate measurable adoption, governance, and business impact over standalone AI features..

The assessment is based on Everest Group's annual Request For Information (RFI) process for the calendar year 2026, interactions with leading R&R solution providers, client reference checks, and an ongoing analysis of the R&R market.

The full report includes the profiles of the following 29 leading R&R providers featured on the Rewards and Recognition (R&R) Solutions PEAK Matrix® Assessment 2026:

- **Leaders:** Achievers, Augeo, BI Worldwide, O.C. Tanner, and Workhuman
- **Major Contenders:** AdvantageClub.ai, Awardco, CarltonOne, Engage2Excel, GOintegro, HALO Recognition, Inspirus | Pluxee Group, ITA Group, Kudos, Madison Recognition, Motivosity, Nectar, Perkbox, Reward Gateway | Edenred, Rewardz, Semos Cloud, Terryberry, Vantage Circle, WorkTango, and Xoxoday
- **Aspirants:** Benepik, Bonusly, Guusto, and Workstars

Scope of this report

Geography: global

Industry: all

Services: R&R solutions

Providers: covers 29 R&R solution providers

R&R Solutions PEAK Matrix® Assessment 2026: definition and scope

Platform

Core

Catalog and rewards engine
- Reward mix and catalog design
- Catalogue approvals
- Redemption engine, multi-currency and Purchasing Power Index (PPI) support

Workflow and approvals
- Nominations
- Catalogs and brochures management
- Audit trails and logs
- Role-based Access Control (RBAC)

Finance and controls
- Spend tracking and budget control
- Invoicing workflow (Billing on Issuance (BOI) / Redemption (BOR)) and payment management

Recognition and messaging
- Recognition message composition and workflow
- Media inventory

Integration and data flow
- HCM and collaboration tools
- Single Sign On (SSO) and security
- Calendar and email
- BI and data exports

Analytics and reporting
- Reports and export
- Analytics dashboards

Extensions

Employee Engagement
- Pulse survey and other communication
- Health and well-being modules
- Employee performance management module
- Employee incentive campaigns

UX and branding
- Gamification
- Corporate branding
- Mobile application / Progressive Web Application (PWA)

Services

Transactional

Support and reporting
- Helpdesk / Contact center support
- Vendor management and compliance vetting

Order and inventory operations
- Procurement, warehousing, and quality assurance
- Catalog sourcing, brochure creation, and management
- Order fulfillment packaging and dispatch

Strategic

Strategy and measurement
- R&R strategy
- Defining Key Performance Indicators (KPIs), and baseline setting
- Deep-dive analytics

Launch and adoption
- Program promotion and corporate communication
- Change management workshops and training
- Continuous optimization (A/B testing and follow-ups)

R&R solutions PEAK Matrix® characteristics

Leaders

Achievers, Augeo, BI Worldwide, O.C. Tanner, and Workhuman

- Leaders demonstrate strong global delivery capabilities, broad enterprise adoption, and mature technology platforms supported by robust consulting, implementation, and customer success capabilities. Their solutions address diverse workforce populations across industries and geographies
- Leaders differentiate through embedded AI across recognition workflows, analytics, program administration, and manager experiences, while offering extensive integrations with HCM, collaboration, and adjacent employee experience platforms. They continue to invest in measurable business outcomes, advanced analytics, and platform innovation

Major Contenders

AdvantageClub.ai, Awardco, CarltonOne, Engage2Excel, GOintegro, HALO Recognition, Inspirus | Pluxee group, ITA Group, Kudos, Madison Recognition, Motivosity, Nectar, Perkbox, Reward Gateway | Edenred, Rewardz, Semos Cloud, Terryberry, Vantage Circle, WorkTango, and Xoxoday

- Major Contenders offer strong R&R capabilities with growing enterprise adoption and differentiated strengths across specific industries, geographies, or customer segments. Many continue expanding their global footprint through partnerships, acquisitions, and ecosystem investments
- These providers are rapidly strengthening AI capabilities, analytics, and adjacent employee experience offerings. While they continue narrowing the gap with Leaders, opportunities remain to enhance consulting depth, global scale, advanced reporting, and breadth of platform capabilities

Aspirants

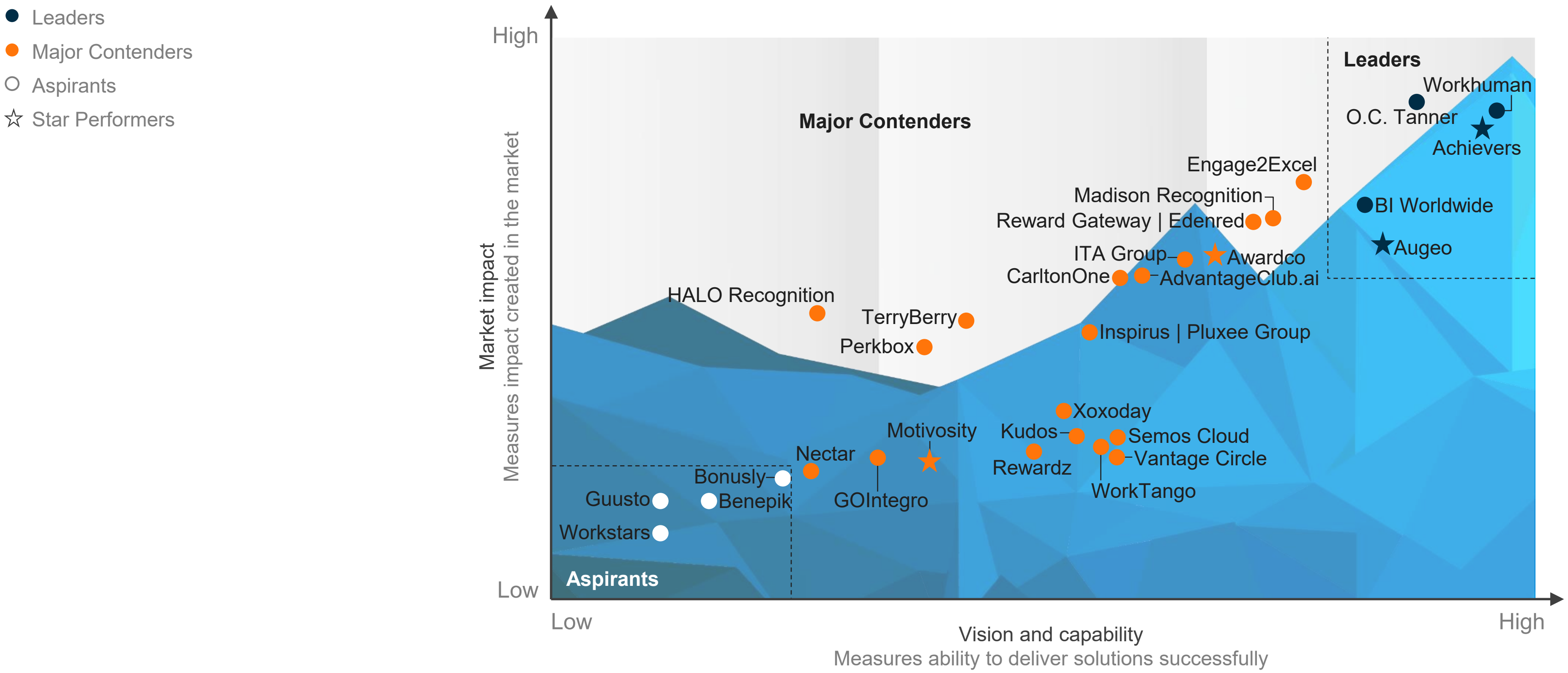
Benepik, Bonusly, Guusto, and Workstars

- Aspirants typically compete through focused R&R offerings, regional expertise, or specific customer segments. Their solutions address core recognition and rewards requirements with comparatively simpler implementation models
- These providers are investing in AI, reporting, integrations, and platform enhancements to improve competitiveness. However, compared with larger providers, they generally have more limited global reach, consulting capabilities, and breadth of adjacent employee experience functionality

Everest Group PEAK Matrix®

Rewards and Recognition (R&R) Solutions PEAK Matrix® Assessment 2026 | Augeo is positioned as a Leader and Star Performer

Everest Group Rewards and Recognition (R&R) Solutions PEAK Matrix® Assessment 2026[1,2]



1 This assessment is based on Everest Group's estimates that leverage its proprietary Transaction Intelligence (TI) database, service provider public disclosures, and interaction with buyers. It has also taken inputs through RFIs from 18 providers – Achievers, AdvantageClub.ai, Augeo, Awardco, BI Worldwide, Benepik, Engage2Excel, ITA Group, Inspirus, Kudos, Motivosity, O.C. Tanner, Reward Gateway, Rewardz, Semos Cloud, Vantage Circle, Workhuman, and Xoxoday
2 Everest Group has analyzed Reward Gateway and GoIntegro independently, considering their distinct capabilities. However, both companies are now part of the same entity, Edenred
Source: Everest Group (2026)

Augeo (page 1 of 2)

Everest Group assessment – Leader and Star Performer

Measure of capability: Low High

Market impact				Vision and capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Technology capability	Services capability	Innovation and investments	Engagement and commercial model	Overall

Strengths

- Augeo offers an employee engagement and workplace experience platform that combines recognition, rewards, incentives, employee engagement, and connectivity capabilities to support enterprise workforce engagement strategies
- The provider differentiates itself through its connectivity capabilities, enabling organizations to foster employee interaction through dynamic employee profiles, intelligent people search, employee groups, mentorship opportunities, and social engagement experiences
- Augeo continues to invest in AI-led capabilities such as InspireMe, generative AI-driven nomination support, intelligent recommendations, sentiment analysis, and predictive analytics to help organizations drive engagement and improve recognition quality
- It has expanded its intelligence capabilities through its Engagement Intelligence platform, leveraging behavioral science, AI, and engagement data to generate actionable insights related to employee participation, engagement patterns, manager effectiveness, and workforce sentiment
- The platform supports both recognition and performance-driven incentive programs through Incentive Pro, enabling organizations to align awards, promotions, and incentives with business KPIs and performance objectives
- It offers extensive gamification capabilities including interactive games, badges, quizzes, surveys, innovation challenges, and engagement campaigns to help organizations drive participation and reinforce desired workforce behaviors
- Augeo offers a globally diversified rewards marketplace, with merchandise, gift cards, experiences, travel, charitable giving, company swag stores, and localized rewards fulfillment capabilities across global workforce environments
- The provider differentiates its rewards experience through Boosted Rewards, which leverages localized and personalized offers to enhance employee redemption experiences and drive additional engagement value at the point of redemption
- It continues to strengthen its analytics capabilities through its partnership with Visier, enabling organizations to derive cross-dimensional insights spanning recognition, retention, wellness, engagement, manager effectiveness, employee participation, and workforce performance trends

Augeo (page 2 of 2)

Everest Group assessment – Leader and Star Performer

Measure of capability: Low High

Market impact				Vision and capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Technology capability	Services capability	Innovation and investments	Engagement and commercial model	Overall

Limitations

- While Augeo supports global program delivery and rewards fulfillment, the majority of its client base is concentrated in the US. Organizations seeking extensive deployment experience across other regions should evaluate its capabilities accordingly
- The platform currently does not offer dedicated skills intelligence capabilities that leverage recognition and engagement data to identify workforce skills, capability gaps, and development opportunities. However, these capabilities are part of its roadmap
- While Augeo provides implementation and program support services, it can further enhance its consulting capabilities by expanding its advisory offerings to help clients define recognition strategies, align programs with business objectives, and maximize long-term program outcomes
- Referenced buyers have highlighted an opportunity for the provider to take a more proactive approach in recommending program enhancements, optimization opportunities, and strategic changes to improve adoption and overall program effectiveness

Market trends

The R&R platforms market is expanding steadily, fueled by AI and predictive insights as organizations navigate data silos, governance risks, and adoption barriers

Market overview

- Investment in R&R remains strong as organizations focus on employee engagement, retention, productivity, and culture transformation
- The market is evolving from recognition-centric programs toward integrated employee experience platforms spanning rewards, wellness, communications, learning, and employee listening
- Enterprises are increasingly prioritizing AI-enabled recognition, workforce insights, and personalized employee experiences to improve program effectiveness and business impact

Key drivers for R&R platforms

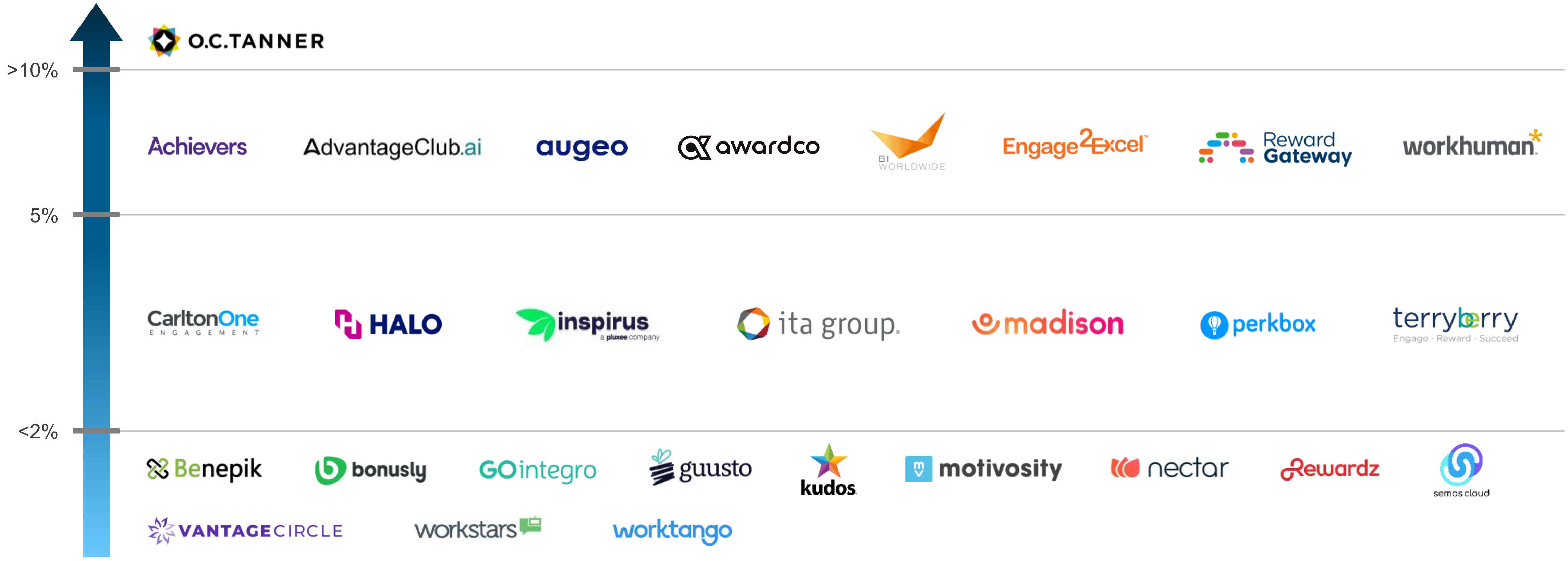
Rise of AI-powered recognition	Organizations increasingly expect AI-driven capabilities, such as recognition quality scoring, content recommendations, conversational analytics, and intelligent nudges, to improve participation and recognition effectiveness.
Demand for analytics and business impact measurement	Buyers seek advanced analytics, predictive insights, and RoI measurement capabilities that connect recognition programs with engagement, retention, productivity, and workforce outcomes.
Demand for unified employee experiences	Organizations are increasingly seeking platforms that deliver consistent R&R experiences across global, hybrid, remote, frontline, and desk-based workforces, while accommodating local preferences and regional requirements.
Need for simplified program administration	Organizations increasingly seek intuitive administration tools for program configuration, budget management, approvals, governance, and reporting, while minimizing HR effort.

Opportunities and challenges

Fragmented and inconsistent data foundations	Workforce data remains distributed across HR, finance, engagement, and productivity systems, limiting organizations' ability to establish a unified, single source of truth.
AI governance and bias risks	As predictive models and generative interfaces expand, organizations are struggling to ensure transparency, fairness, and responsible AI practices.
Cross-functional budget alignment	Securing budgets requires alignment across HR, finance, and IT teams, as funding decisions are tied to enterprise technology strategy and RoI justification.
Scaling adoption across the enterprise	While conversational interfaces lower the entry barriers, driving adoption among people managers requires change management and data literacy enablement.

Market share by number of employees managed

Providers by percentage of the number of employees managed
2026; (providers are listed in alphabetical order within each category)



Note: Market share is calculated based on the current market captured by the providers covered in this report
Source: Everest Group (2026)

Major geographies

Providers' share of R&R revenue in major geographies

2026; Top providers with respect to R&R revenue (in alphabetical order)

North America	United Kingdom	Continental Europe	Asia Pacific
Achievers	O.C.TANNER	madison	AdvantageClub.ai
Engage2Excel	perkbox	O.C.TANNER	BI WORLDWIDE
O.C.TANNER	Reward Gateway	Reward Gateway	O.C.TANNER
workhuman	workhuman	workhuman	workhuman

Note: Based on Everest Group estimates
Source: Everest Group (2026)

Major buyer size

Major providers across buyer sizes[1]
2026; Top providers with respect to R&R revenue (in alphabetical order)

Small enterprises

- Achievers
- awardco
- Reward Gateway
- workhuman

Midsize enterprises

- Achievers
- Reward Gateway
- O.C.TANNER
- workhuman

Large enterprises

- BI WORLDWIDE
- madison
- O.C.TANNER
- workhuman

1 Buyer size is defined as large (>10,000 employees), midsize (1,000-9,999 employees), and small (<1,000 employees)
Source: Everest Group (2026)

Industry diversity

Major providers across buyer industries

2026; Top providers with respect to R&R platform license revenue (in alphabetical order)

BFSI	Healthcare and pharmaceutical	Hi-tech and telecom	Manufacturing	Professional services
Achievers	augeo	Achievers	Achievers	Achievers
ita group	ita group	ita group	BI WORLDWIDE	AdvantageClub.ai
O.C.TANNER	O.C.TANNER	madison	O.C.TANNER	awardco
workhuman	workhuman	workhuman	workhuman	O.C.TANNER

Note: Based on Everest Group estimates
Source: Everest Group (2026)

Key buyer considerations

Buyers prioritize strong data integration, followed by cost and usability, with AI capabilities and long-term partnership emerging as key differentiators in the final selection

High

Priority

Low

Access to better technology

Buyers seek scalable, cloud-based platforms that integrate seamlessly with HR, collaboration, and enterprise systems – while offering AI-enabled recognition, advanced analytics, workforce insights, and automation capabilities.

Better employee experience

Intuitive user experiences that enable recognition, rewards, communications, wellness, and engagement initiatives across frontline, hybrid, remote, and desk-based employees.

Scalability and global reach

Buyers increasingly prefer providers with global rewards fulfillment, localized redemption experiences, multi-currency support, and the ability to support geographically distributed workforces at scale.

Cost effectiveness

Organizations evaluate investments based on program adoption, workforce engagement, retention outcomes, administrative efficiency, and the ability to demonstrate measurable RoI.

Summary analysis

Technology capabilities remain a key differentiator, with buyers increasingly prioritizing scalable SaaS platforms that combine seamless integrations, AI-enabled experiences, and advanced analytics.

Employee experience, global rewards capabilities, and ease of administration continue to be critical evaluation criteria as organizations seek to maximize adoption across diverse workforce populations.

Organizations are also placing greater emphasis on measurable business outcomes, while providers that combine strong technology with strategic partnership and ongoing optimization support are increasingly favored in competitive evaluations.

Key takeaways for buyers

R&R is evolving from a standalone engagement initiative to a strategic workforce investment. Buyers should prioritize platforms that drive measurable business outcomes, deliver seamless employee experiences, and support global workforce engagement at scale.

Evolution of platform capabilities

Providers are expanding beyond traditional recognition programs to deliver integrated employee experience capabilities spanning rewards, wellness, communications, feedback, learning, and workforce insights.

Differentiation across provider types

The market includes recognition specialists, employee experience platforms, and engagement ecosystems, each competing on different strengths such as rewards fulfillment, consulting, analytics, AI, and global delivery.

Key innovations

AI is increasingly embedded across recognition workflows through recognition quality scoring, content recommendations, conversational analytics, manager coaching, workforce insights, and intelligent nudges.

Focus on business impact

Organizations increasingly expect recognition platforms to demonstrate measurable impact on engagement, retention, culture, productivity, manager effectiveness, and workforce performance.

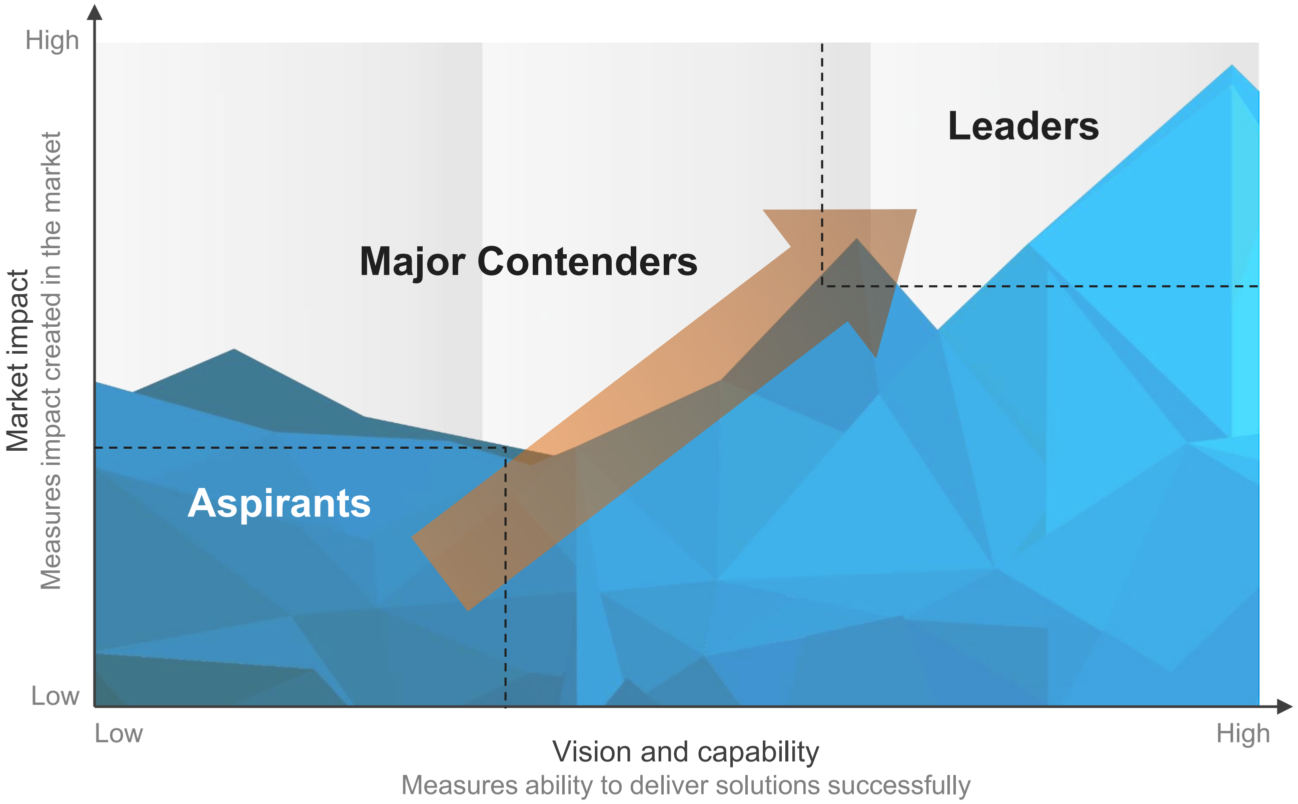
Appendix

PEAK Matrix® framework

FAQs

Everest Group PEAK Matrix® is a proprietary framework for assessment of market impact and vision and capability

Everest Group PEAK Matrix



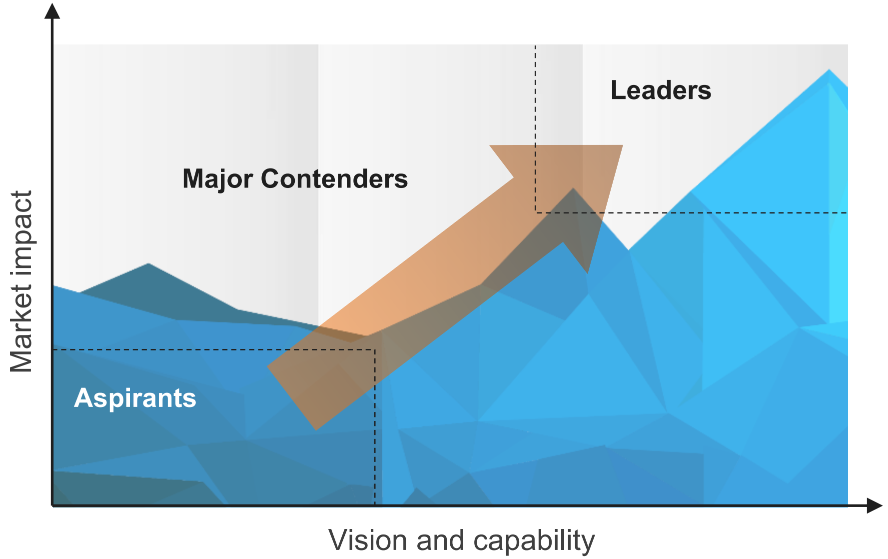
Solutions PEAK Matrix® evaluation dimensions

Measures impact created in the market – captured through three subdimensions

Market adoption
Size and growth of deployments across the solution portfolio

Portfolio mix
Solution footprint across geographies, industries, and buyer size segments

Value delivered
Value delivered to the client based on customer feedback and other measures



Measures ability to deliver solutions successfully. This is captured through five subdimensions

Vision and strategy
Vision for the client and itself; future roadmap and strategy

Technology capability
Technical sophistication and breadth/depth across the technology suite

Services capability
Effectiveness and breadth/depth of services portfolios across the services suite

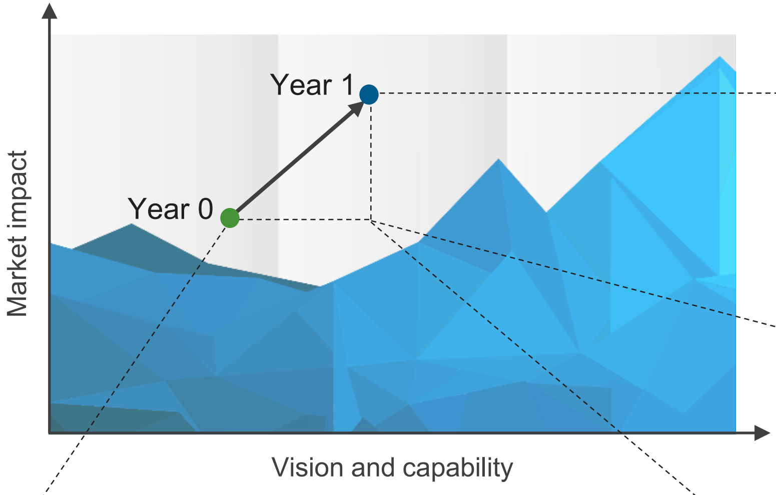
Innovation and investments
Innovation and investment in the solution suite

Engagement and commercial model
Progressiveness, effectiveness, and flexibility of engagement and commercial models

Everest Group confers the Star Performer title on providers that demonstrate the most improvement over time on the PEAK Matrix®

Methodology

Everest Group selects Star Performers based on the relative YoY improvement on the PEAK Matrix



In order to assess advances on **market impact**, we evaluate each provider's performance across a number of parameters including:

- Yearly ACV/YoY revenue growth
- # of new contract signings and extensions
- Value of new contract signings
- Improvement in portfolio mix
- Improvement in value delivered

In order to assess advances on **vision and capability**, we evaluate each provider's performance across a number of parameters including:

- Innovation
- Increase in scope of services offered
- Expansion of delivery footprint
- Technology/domain specific investments

We identify the providers whose improvement ranks in the top quartile and award the Star Performer rating to those providers with:

- The maximum number of top-quartile performance improvements across all of the above parameters

AND

- At least one area of top-quartile improvement performance in both market success and capability advancement

The Star Performer title relates to YoY performance for a given provider and does not reflect the overall market leadership position, which is identified as Leader, Major Contender, or Aspirant.

FAQs

Q: Does the PEAK Matrix® assessment incorporate any subjective criteria?

A: Everest Group's PEAK Matrix assessment takes an unbiased and fact-based approach that leverages provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information. In addition, we validate/fine-tune these results based on our market experience, buyer interaction, and provider/vendor briefings.

Q: Is being a Major Contender or Aspirant on the PEAK Matrix, an unfavorable outcome?

A: No. The PEAK Matrix highlights and positions only the best-in-class providers / technology vendors in a particular space. There are a number of providers from the broader universe that are assessed and do not make it to the PEAK Matrix at all. Therefore, being represented on the PEAK Matrix is itself a favorable recognition.

Q: What other aspects of the PEAK Matrix assessment are relevant to buyers and providers other than the PEAK Matrix positioning?

A: A PEAK Matrix positioning is only one aspect of Everest Group's overall assessment. In addition to assigning a Leader, Major Contender, or Aspirant label, Everest Group highlights the distinctive capabilities and unique attributes of all the providers assessed on the PEAK Matrix. The detailed metric-level assessment and associated commentary are helpful for buyers in selecting providers/vendors for their specific requirements. They also help providers/vendors demonstrate their strengths in specific areas.

Q: What are the incentives for buyers and providers to participate/provide input to PEAK Matrix research?

A: Enterprise participants receive summary of key findings from the PEAK Matrix assessment

For providers

- The RFI process is a vital way to help us keep current on capabilities; it forms the basis for our database – without participation, it is difficult to effectively match capabilities to buyer inquiries
- In addition, it helps the provider/vendor organization gain brand visibility through being in included in our research reports

Q: What is the process for a provider / technology vendor to leverage its PEAK Matrix positioning?

A: Providers/vendors can use their PEAK Matrix positioning or Star Performer rating in multiple ways including:

- Issue a press release declaring positioning; see our citation policies
- Purchase a customized PEAK Matrix profile for circulation with clients, prospects, etc. The package includes the profile as well as quotes from Everest Group analysts, which can be used in PR
- Use PEAK Matrix badges for branding across communications (e-mail signatures, marketing brochures, credential packs, client presentations, etc.)

The provider must obtain the requisite licensing and distribution rights for the above activities through an agreement with Everest Group; please contact your CD or contact us

Q: Does the PEAK Matrix evaluation criteria change over a period of time?

A: PEAK Matrix assessments are designed to serve enterprises' current and future needs. Given the dynamic nature of the global services market and rampant disruption, the assessment criteria are realigned as and when needed to reflect the current market reality and to serve enterprises' future expectations.

Stay connected

Dallas (Headquarters)
info@everestgrp.com
+1-214-451-3000

Bangalore
india@everestgrp.com
+91-80-61463500

Delhi
india@everestgrp.com
+91-124-496-1000

London
unitedkingdom@everestgrp.com
+44-207-129-1318

Toronto
canada@everestgrp.com
+1-214-451-3000

Website
everestgrp.com

Blog
everestgrp.com/blog

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