



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

Focus on O.C. Tanner
August 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.

This 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, Augco, 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

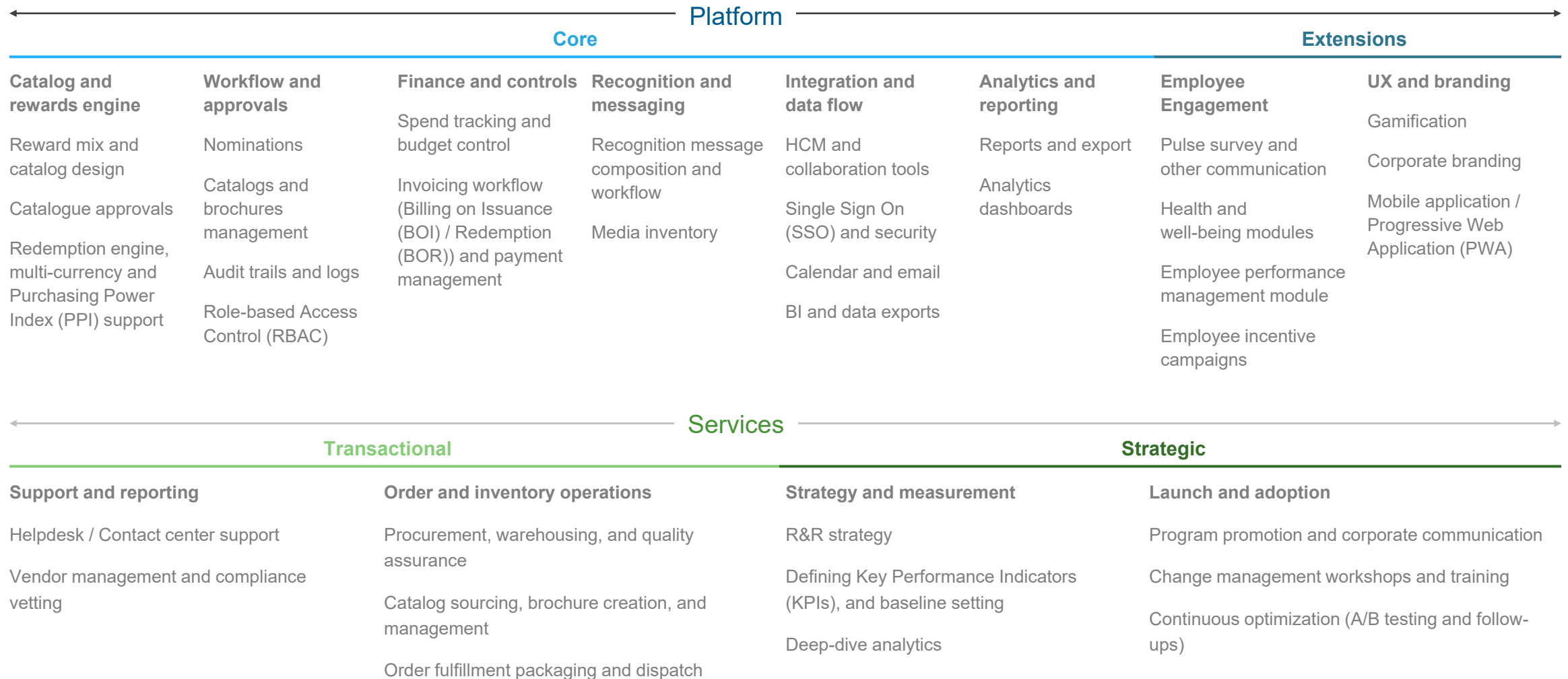
Geography: global

Industry: all

Services: R&R solutions

Providers: covers 29 R&R solution providers

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



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

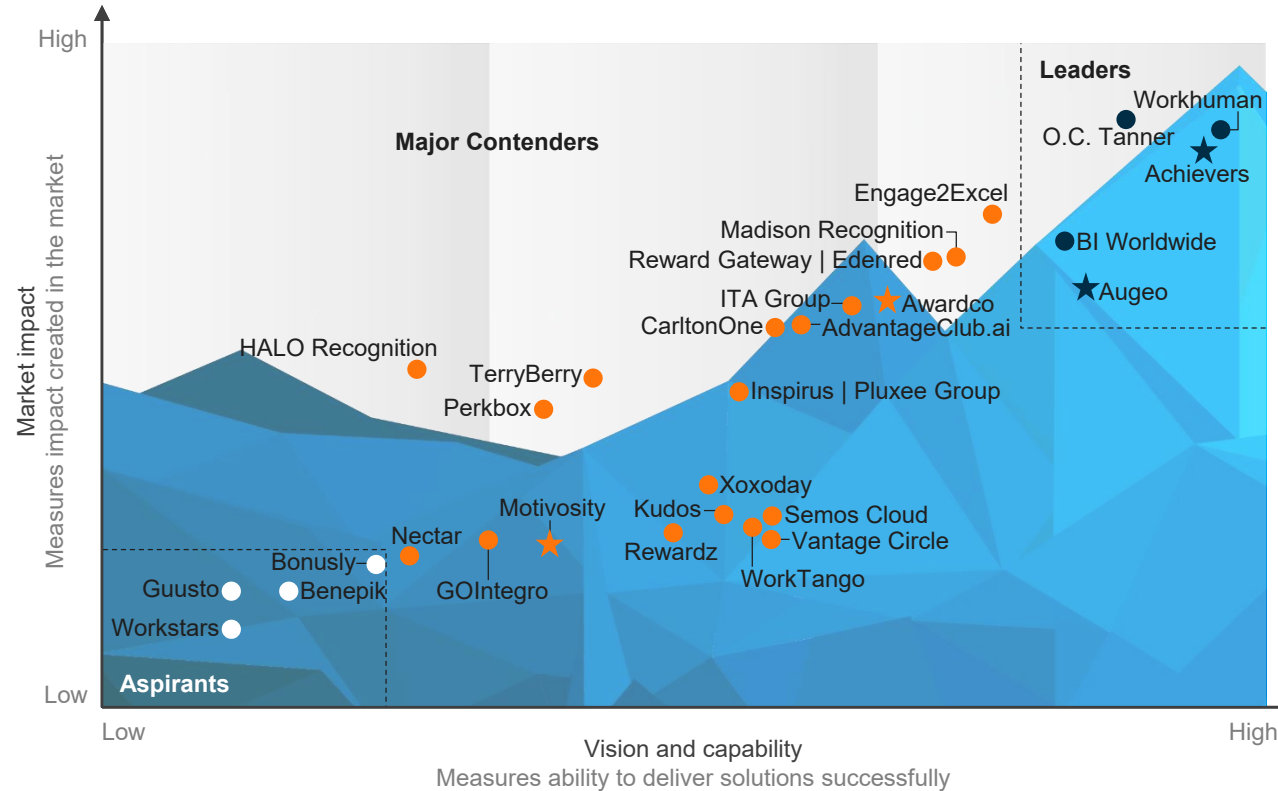
- Aspirants typically compete through focused R&R offerings, regional expertise, or specific customer segments. Their solutions address core recognition and rewards requirements with comparatively simpler implementation models
- These providers are investing in AI, reporting, integrations, and platform 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 | O.C. Tanner is positioned as a Leader

Everest Group Rewards and Recognition (R&R) Solutions PEAK Matrix® Assessment 2026^{1,2}

- Leaders
- Major Contenders
- Aspirants
- ☆ Star Performers



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, Augéo, 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)

O.C. Tanner (page 1 of 2)

Everest Group assessment – Leader

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

- O.C. Tanner offers employee recognition and culture-building solutions through its Culture Cloud platform, supporting use cases such as social recognition, service awards, employee listening, and milestone celebrations for large global enterprises
- O.C. Tanner differentiates itself through its in-house rewards manufacturing and fulfillment capabilities, enabling organizations to offer highly customized tangible awards, branded merchandise, and recognition experiences aligned with enterprise culture and employer branding objectives
- O.C. Tanner continues to invest in AI-driven capabilities such as Recognition Coach to write impactful recognition messages, sentiment analysis, and manager guidance tools designed to improve recognition quality, manager effectiveness, and employee engagement
- The provider offers external recognition capabilities through its Say Thanks feature, enabling customers, partners, and other external stakeholders to recognize employees. It also offers an External Message Validator, an AI-driven capability that reviews externally submitted recognition messages for quality, appropriateness, and compliance before publication
- O.C. Tanner has expanded its engagement capabilities through tools such as Post-to-Win, initiatives for custom recognition programs, social engagement features, manager insights, and AI-powered engagement moments to encourage broader employee participation and connection
- The provider offers Recognition Strength, an AI-powered capability that analyzes keywords and themes within recognition messages, to identify employee strengths, highlight skill areas, and uncover development opportunities, enabling more informed talent and career growth decisions
- The provider continues to strengthen its analytics and workforce intelligence capabilities through Thrive Score, a culture and engagement measurement framework, and dashboards such as –
 - Tactical impact dashboard which offers program insights and benchmarks with its top clients
 - Culture & business impact dashboard which offers cultural sentiment, NPS, and intention-to-leave differences between employees who have received recognition along with other dashboards
- O.C. Tanner offers deep integrations with platforms such as Workday, Microsoft Teams, Slack, and Outlook, enabling organizations to embed recognition experiences directly into employees' day-to-day workflows and enterprise collaboration environments
- Referenced buyers have highlighted O.C. Tanner's flexibility, consultative approach, and strong partnership mindset in helping organizations design, and implement R&R programs

O.C. Tanner (page 2 of 2)

Everest Group assessment – Leader

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

- The provider does not currently offer employee discounts and perks as part of its rewards catalog. Organizations seeking this capability should evaluate its capabilities accordingly
 - While O.C. Tanner has recently introduced generative AI-powered capabilities, including conversational AI experiences, these functionalities are still relatively new and buyers should assess their maturity against their requirements
- The provider does not currently offer AI-driven recommendations for rewards, recognition opportunities, or recognition actions through agentic AI capabilities. However, these features are part of its product roadmap
 - Referenced buyers highlighted the need for more robust budgeting and fund allocation tools to better manage ad hoc and manager-driven recognition programs

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

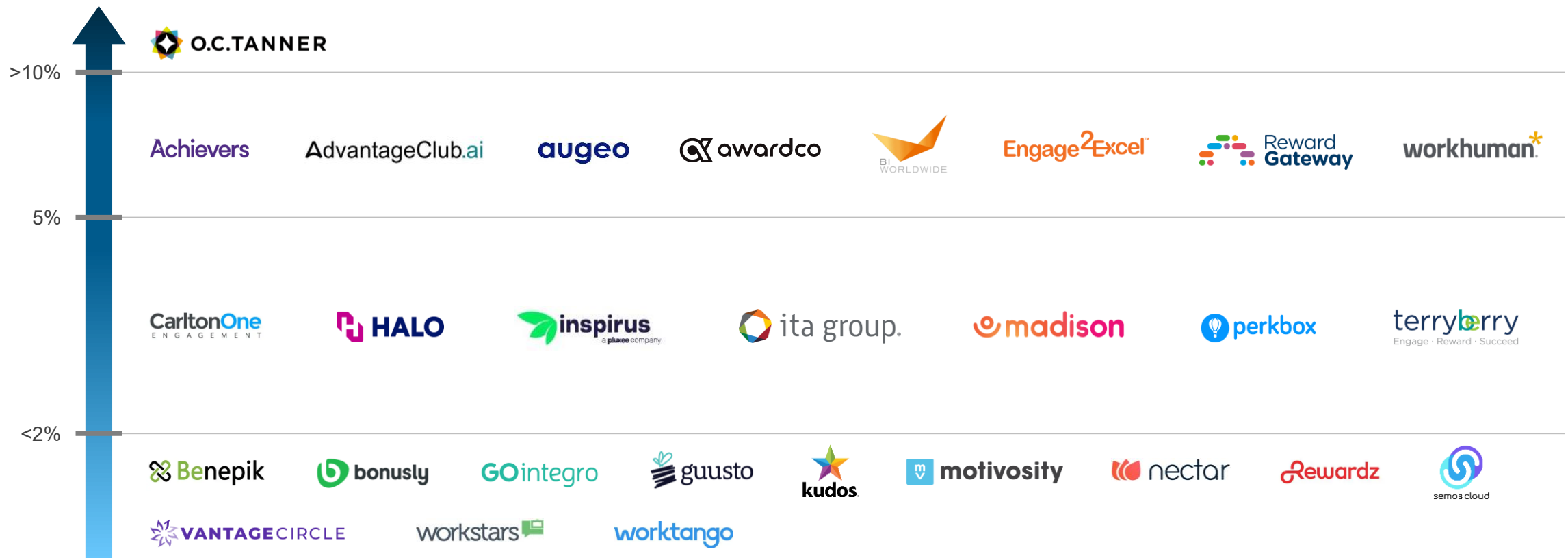
Rise of AI-powered recognition	Organizations increasingly expect AI-driven capabilities, such as recognition quality scoring, content recommendations, conversational analytics, and intelligent nudges, to improve participation and recognition effectiveness.
Demand for analytics and business impact measurement	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)



Engage²Excel™

O.C.TANNER

workhuman*



perkbox

Reward Gateway

workhuman*



O.C.TANNER

Reward Gateway

workhuman*



BI WORLDWIDE

O.C.TANNER

workhuman*

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

Major buyer size

Major providers across buyer sizes¹

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

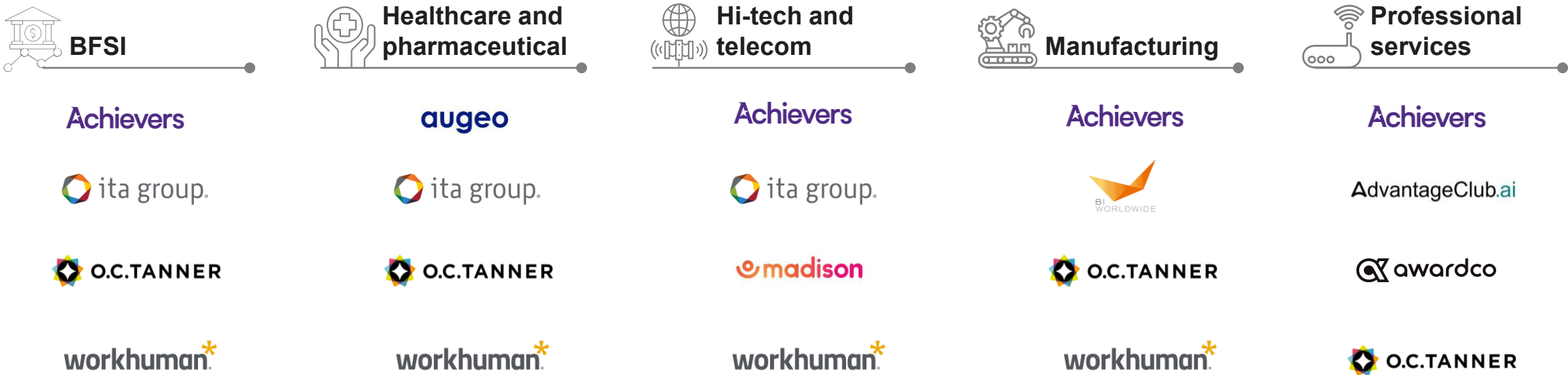
O.C.TANNER

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)

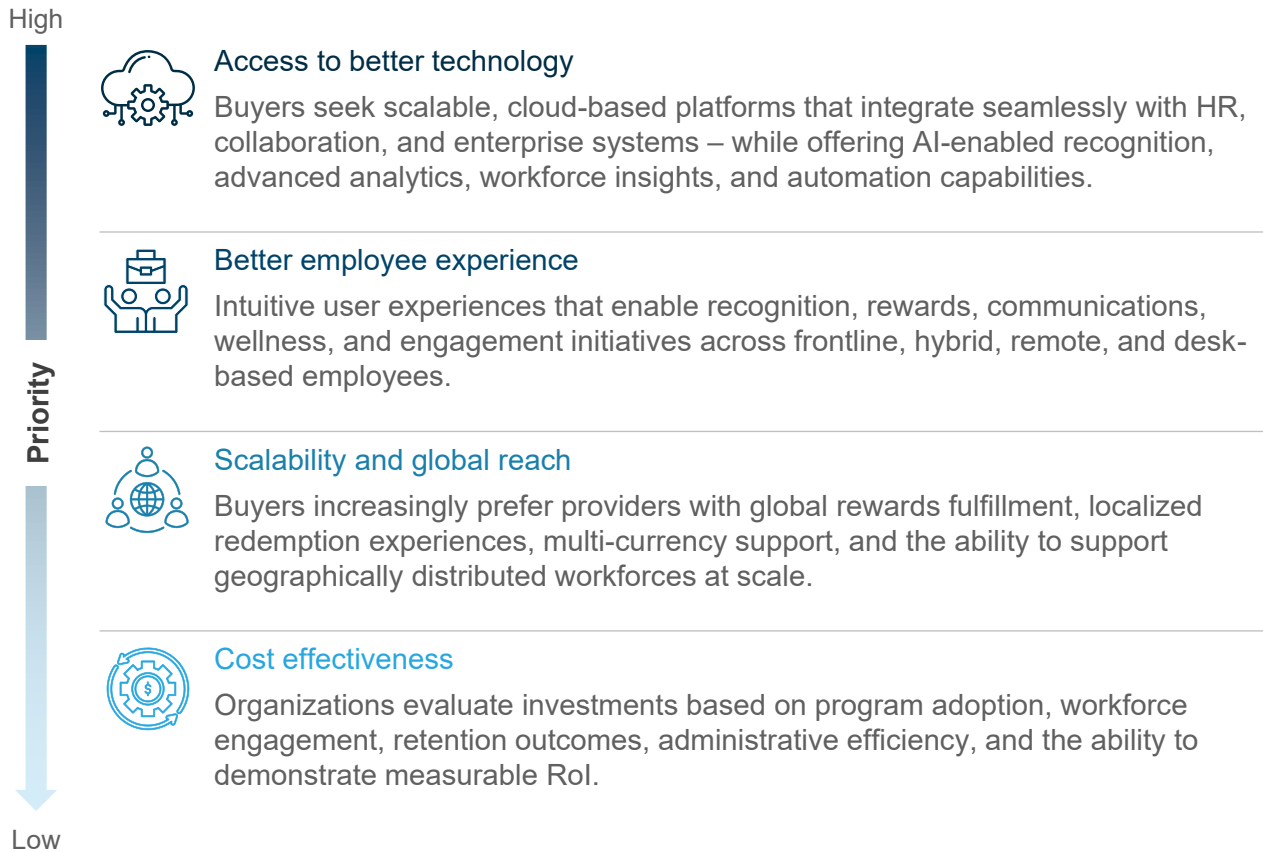


Note: Based on Everest Group estimates
Source: Everest Group (2026)

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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



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.

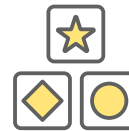
Key takeaways for buyers

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.

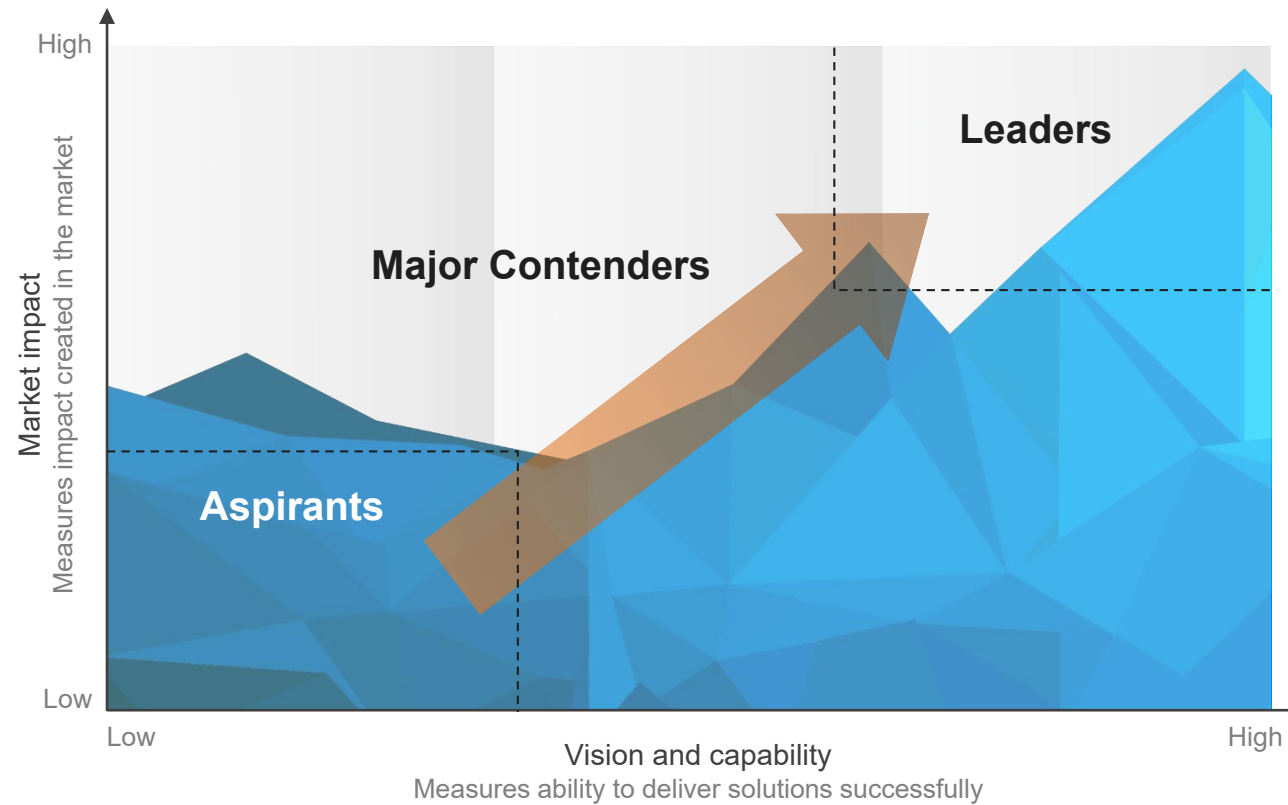
Appendix

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

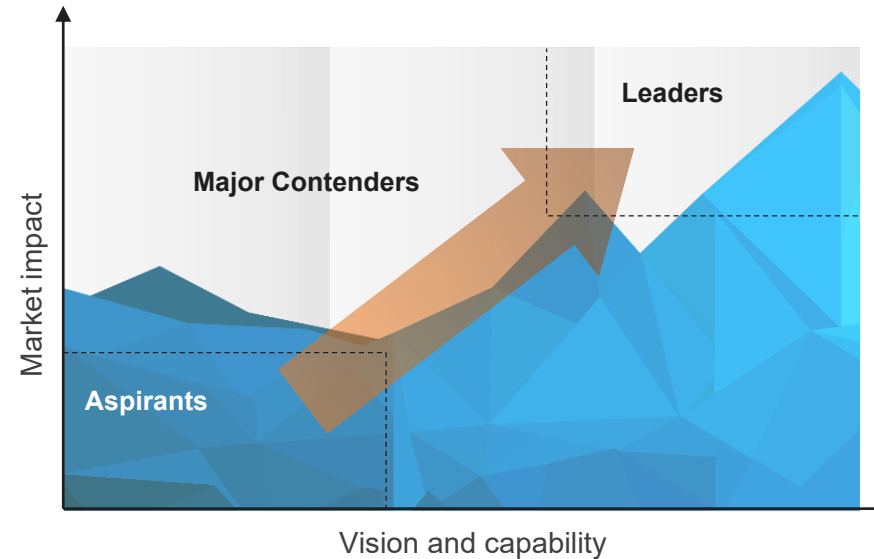
Size and growth of deployments across the solution portfolio

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



Vision and capability
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

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 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.

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