



KEKA VS RIPPLING

Fully plugged vs. pieced together

The Keka-Rippling faceoff



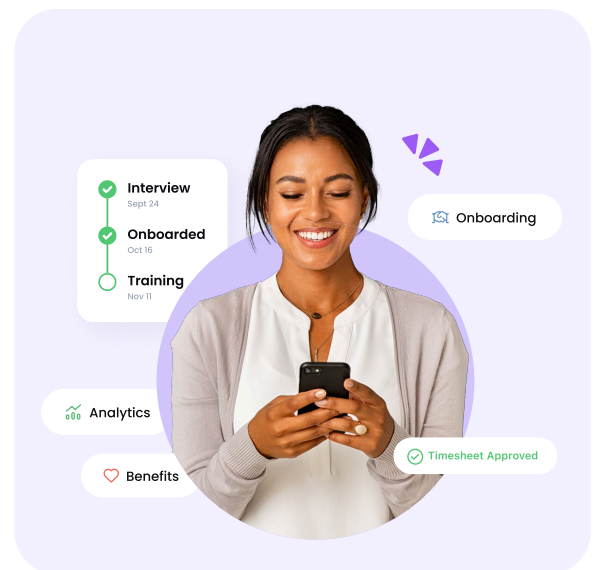
Rippling has made waves as a modern HR platform, but let's be honest—complex modules and surprise add-ons can make managing people feel like a juggling act. Keka, on the other hand, is the unified HR & Payroll solution that works smarter, simpler, and without the headaches. If you're looking for automation, and an experience that actually makes HR fun, Keka is your go-to platform!

- ✓ Represents excellence and brilliance
- ✓ Missing or lacking
- ✓ Slow performance or limitations
- ✓ Functional and good
- ✓ Speed, growth, and innovation

Why HR Leaders LOVE Keka over Rippling

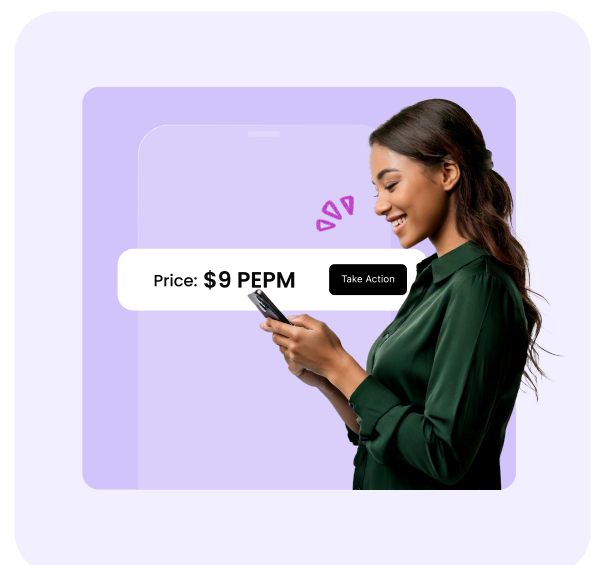
One smart, unified HR & payroll platform

- ✗ A mix of different modules you have to piece together (HR, Payroll, IT, etc.), which can leave you with integration puzzles and admin overhead.
- ✓ *One single, smooth system where HR, Payroll, Time & Attendance, Performance, and Employee Engagement all play nice together. No patchwork—just plug-and-play HR bliss.*



Pricing that makes sense—No surprises!

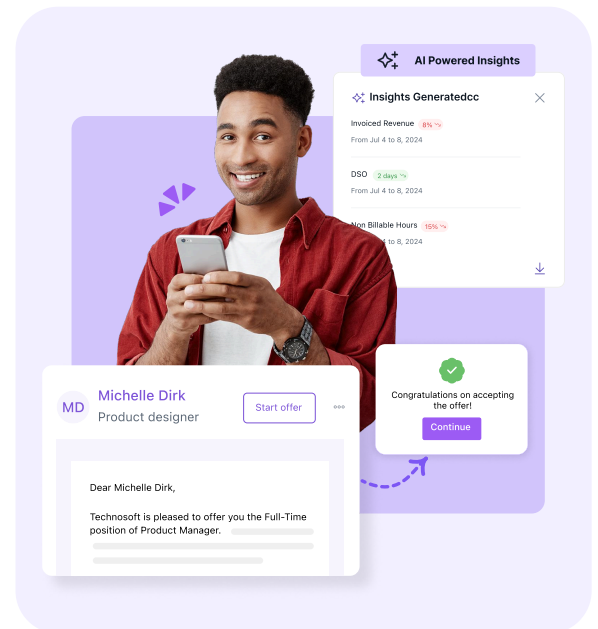
- ✗ Rippling: “Starting at \$8” sounds cheap until you realize that’s per module. By the time you add HR, Payroll, Time Tracking, Benefits, etc., the real cost often shoots above \$20+ per employee. (Oh, and you’ll need a quote to get the details.)
- ✓ *Keka: Flat \$9 PEPM – one price per employee gets you everything (CoreHR, Payroll, Time Tracking, Performance, the works). Transparent and straightforward. No hidden fees, no gotchas, no kidding.*



AI-powered magic at every step

❌ Rippling: Basic workflow automation is there, but you won't find much in the way of true AI assistance. No AI recruiting helper, no smart performance coach—just the standard rules and reminders.

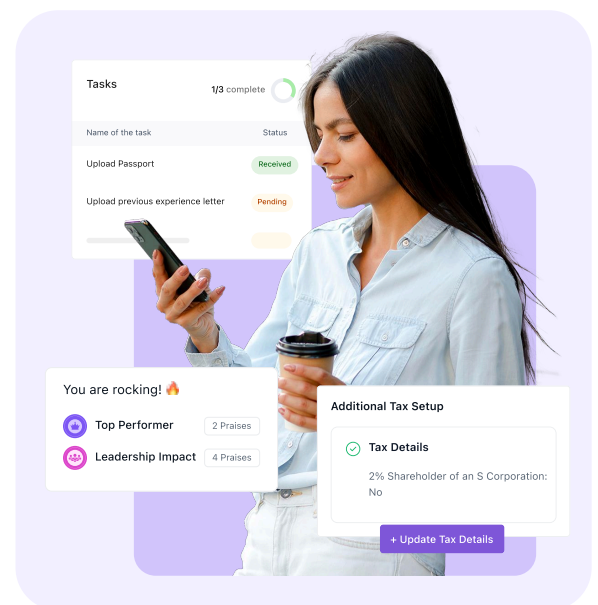
✅ Keka: AI that automates hiring (resume screening, JD creation), runs payroll audits, tracks performance patterns, and even surfaces insights from HR data. It's like having an extra (super-intelligent) HR exec on your team, saving you time and brainpower at every turn.



A beautiful, easy-to-use experience

❌ Rippling: Feature-rich but can feel a bit like a cockpit – powerful, yes, but busy. With so many toggles (and even IT tools most HR folks won't use), it can overwhelm employees and HR teams alike.

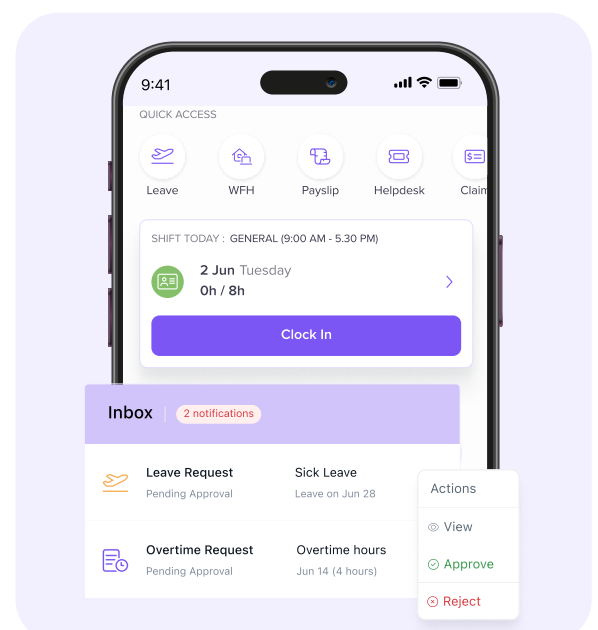
✅ Keka: A modern, mobile-friendly UI that's easy, engaging, and actually fun to use. No training PhD required – your team and employees will pick it up in a snap and maybe even enjoy HR tasks for a change!



Real-time, fraud-proof time tracking

❌ Rippling: Basic time tracking is included, and yes, there's geofencing – but stopping buddy punching or ensuring absolute accuracy? That relies mostly on trust and manual checks.

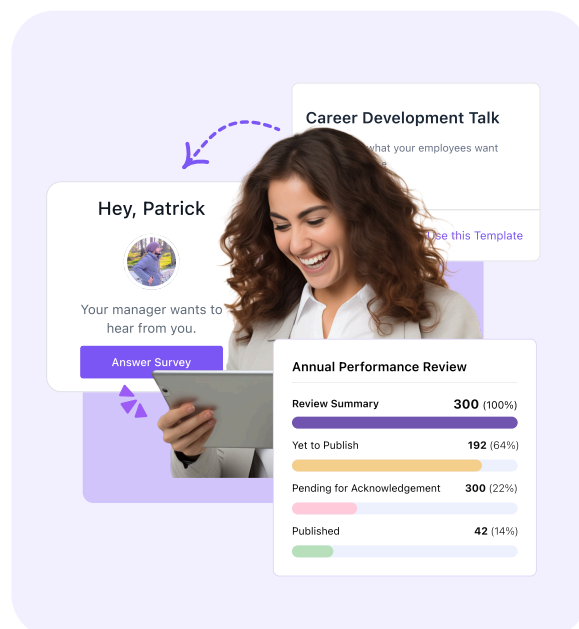
✅ Keka: Next-level attendance tracking with live GPS maps, selfie clock-ins, and facial recognition. In other words, fraud-proof attendance that you can trust blindly. Remote or on-site, you see real-time who's in, where, and for how long – automatically.



Continuous performance management

❌ Rippling: Traditional performance module that focuses on periodic (annual or quarterly) reviews. No continuous feedback loop, no AI-driven goals – it's basically the old performance review in a shiny new app.

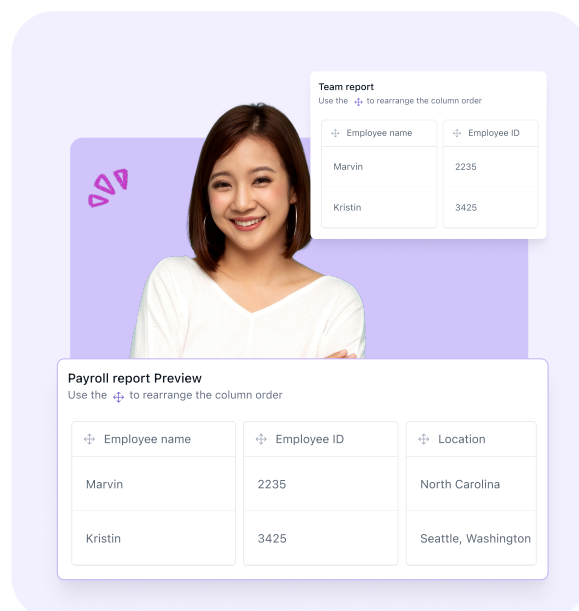
✅ **Keka: Continuous, growth-centric performance management.** Think ongoing feedback, AI-suggested goals and skill pathways, pulse checks, and real-time coaching tips. Keka helps your people grow every day, not just get a yearly report card.



Reports & insights— No extra tools needed

❌ Rippling: Standard HR reports come with the system, but if you want deep analytics or custom dashboards, be ready to export to Excel or integrate a BI tool. It's doable, but extra effort (and cost).

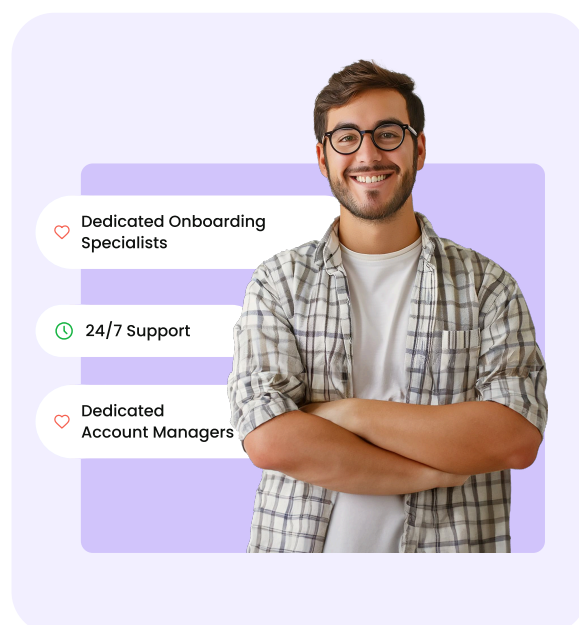
✅ **Keka: Rich analytics and gorgeous dashboards built right in.** Cross-module reports (HR + Payroll + Performance data all in one view) are a few clicks away. Slice, dice, and visualize any which way – all included with Keka. Data-driven decisions have never been easier (or cheaper).



Customer support that actually supports you

❌ Rippling: Primarily chat-based support with slow response times during crunch moments. Phone support exists, but only for the big fish (150+ employees). For a smaller HR team, it can feel like you're on your own.

✅ **Keka: 24/7 support from real, friendly humans.** Need help at 2 AM? You got it. Dedicated onboarding specialists and an account manager who knows you by name. Keka's team has your back, every step of the way.













Feature Showdown





Keka vs. Rippling





Capability	 RIPPLING	 keka
Pricing	“\$8” base per user, but each extra module (Payroll, Time, IT) costs more. Expect ~\$20+ PEPM for full HR.	Flat \$9 PEPM – one plan, all features included.
Unified HR Suite	Modular Approach: Multiple apps (HR, Payroll, IT, etc.) that need to be connected. Works together, but not as effortlessly unified.	All-in-One HRMS: Payroll, Hiring, Performance, Time & Attendance seamlessly integrated in one platform.
Integration & IT	500+ pre-built integrations (from ATS to accounting) and even device management for IT. Great if you need deep IT/third-party connectivity.	Open API and integration for essentials (Slack, ERP, etc.) – plus most HR needs are built-in, reducing reliance on third parties.
AI Capabilities	Basic automation rules. No advanced AI assistants or predictive intelligence baked in (yet).	AI everywhere – smart hiring assistant, AI payroll audits, performance AI (goal suggestions, sentiment analysis), etc.
Reporting & Analytics	Standard reports only – anything more requires manual work or external tools. No built-in AI insights.	Deep insights included – cross-module reports, custom dashboards, and analytics tools at no extra cost.
Customer Support	Limited support hours (mostly chat). Dedicated rep only for larger clients; smaller teams get slower, generic support.	24/7 dedicated support via phone, chat, email – with hand-held onboarding.

Unified foundation vs. Patchwork basics

Rippling covers core HR tasks and even throws IT into the mix, but it often leans on third-party tools for depth. Keka delivers a truly integrated CoreHR experience – all the HR essentials from hire to retire, without duct-tape integrations.

Capability	 RIPPLING	keka 
Employee Onboarding	 Smooth onboarding with e-signatures and even IT device setup. However, HR workflow customization beyond the basics is limited – complex setups may require external tools.	 Role-based custom onboarding workflows with automated paperwork, e-signatures, and welcome journeys all in-built.
HR Workflows & Customization	 Basic workflow automation. Simple approvals work fine, but more complex or conditional HR processes can't be fully tailored (what you see is what you get).	 Highly configurable HR workflows (approvals, notifications, fields) to fit your unique policies. Set up multi-level approvals, custom fields, and rules with ease.
Headcount Planning	 No built-in headcount planning tool. You'll be juggling spreadsheets or another app if you want to forecast growth.	 Integrated workforce planning and forecasting built right in. Plan future hires, track open positions, and forecast costs in the same system.
Document Management	 Basic cloud document storage with e-signature support for forms. But lacks advanced tracking (no automatic policy-read receipts), so ensuring everyone signed the latest policy can take extra legwork.	 HR document vault with digital storage, policy acknowledgments, and e-signatures included. Share handbooks, get automatic receipt tracking, and never chase paperwork.









Capability	 RIPPLING	keka 
Expense Management	 Available as a separate add-on module. It can handle expenses, but it's not included by default (and comes with extra costs).	 Built-in expense tracking and reimbursement management with OCR receipt scanning. Employees submit via mobile, managers approve online – all tied into payroll.

Capability	 RIPPLING	 keka
Time Tracking Integration	 <p>Sold separately. Rippling's time & attendance is an extra module; if you don't pay for it, you'll be importing hours from another system.</p>	 <p>Included with payroll at no extra cost. Timesheets flow directly into Keka Payroll automatically – no imports, no errors.</p>

TIME & ATTENDANCE

Real-time, fraud-proof monitoring





Rippling's time tracking syncs with payroll and supports GPS/geofencing for compliance (nice!), but Keka takes attendance to the next level. We're talking GPS breadcrumbs, selfie verifications, and ultra-flexible policies that make old punch clocks look like antiques.









Capability	 RIPPLING	 keka
Live GPS Tracking	 <p>GPS-based clock-ins with geofencing. Ensures employees are in the right location at the moment of punch, but doesn't continuously track beyond that.</p>	 <p>Real-time location tagging for clock-ins/out – see exactly where your team is checking in from. Great for remote or field teams.</p>
Selfie & Facial Recognition	 <p>Not available. No photo verification – it's on the honor system (or managers) to catch any buddy-punching shenanigans.</p>	 <p>Biometric clock-ins to prevent buddy punching – employees snap a selfie or use face ID to verify identity each time.</p>
Custom Attendance Policies	 <p>One-size-fits-most. Basic attendance rules (in/out, breaks, overtime) are there, but more nuanced policies (like different rules for different teams or locations) can be challenging to set up.</p>	 <p>Fully flexible policies – build rules for remote work, flexible hours, multiple shifts, overtime, you name it. Keka adapts to your work models (hybrid, WFH, field) with ease.</p>

HIRING

All-in-one recruitment powerhouse

Why juggle separate ATS tools if you don't have to? Rippling offers an ATS now, but it's fairly basic (and many users still lean on third-party recruiting apps). Keka Hire is built-in and brimming with AI goodness – from smarter sourcing to a stellar candidate experience – all under one roof.









Capability	 RIPPLING	 keka
Bias-Free Candidate Shortlisting	 <p>Not available. No AI shortlisting – you're on your own to manually sift and guard against hiring bias.</p>	 <p>AI-scored shortlists that remove bias. Keka's AI evaluates resumes and feedback to highlight the best-fit candidates objectively.</p>





Feature	 RIPPLING	 keka
AI-Powered Job Descriptions	 <p>Not available. Rippling doesn't write your job descriptions – break out the thesaurus and start typing.</p>	 <p>Auto-generated JD drafts tailored to each role. Enter a job title, and Keka's AI suggests a polished, inclusive job description to get you started.</p>
Resume Parsing	 <p>Basic parsing only. Resumes populate contact info and work history into fields, but expect to double-check and edit – and non-standard formats might stump it.</p>	 <p>AI-powered parsing populates candidate profiles in seconds (supports multiple file formats and even non-English resumes). Less data entry = more recruiting.</p>
Candidate Experience	 <p>Pretty basic. Rippling's ATS covers application tracking and email updates, but much of the process (scheduling, comms, feedback loops) may require manual work or other tools. It's a bit of a clunky ride for candidates compared to Keka's smooth journey.</p>	 <p>Engaging & transparent. Beautiful drag-and-drop pipeline, automated interview scheduling & updates, and a self-service portal keep candidates in the loop (and impressed).</p>

PERFORMANCE MANAGEMENT

Growth-driven vs. old-school reviews

Old-school performance reviews? No thanks. Rippling's performance tool is essentially the traditional review process digitized – useful, but not exactly inspiring. Keka is all about continuous growth: real-time feedback, coaching, and AI-assisted goal-setting that leaves dusty annual reviews in the dust.









Capability	 RIPPLING	 keka
Performance Approach	 <p>Traditional reviews only focused on periodic (annual/quarterly) reviews. Little to no support for continuous feedback between review cycles.</p>	 <p>Continuous improvement model – real-time feedback, frequent check-ins, and ongoing development throughout the year.</p>
AI-Powered Goal Recommendations	 <p>Not available. No AI to help craft goals; you'll set goals manually from scratch (and hope they're the right ones).</p>	 <p>Smart goals coaching. Keka's AI suggests role-specific goals and OKRs based on employee role, past performance, and skill gaps – jumpstarting meaningful objectives.</p>
Automated Growth Plans	 <p>No structured growth pathing. Rippling has no native feature for career progression or automated development plans – it's basically “do the review and figure out next steps on your own.”</p>	 <p>Career pathing & upskilling built-in. Keka auto-generates development plans and learning suggestions when an employee is falling behind or ready to grow, keeping progression on track.</p>

Capability	 RIPPLING	 keka
Real-Time Feedback & Peer Reviews	 <p>Limited to review cycles. Feedback typically only captured during formal review periods. No continuous feedback tool to capture those day-to-day wins or concerns in the moment.</p>	 <p>Always-on feedback. Employees and managers can give continuous feedback or kudos, with AI helping to summarize and highlight common themes. Peer reviews are encouraged and streamlined throughout the year.</p>

ANALYTICS & INSIGHTS

Actionable data at your fingertips

In HR, compliance and insight are everything. Rippling provides the basics in reporting, but if you want to drill down or connect the dots between HR metrics, you might end up exporting to spreadsheets. Keka serves up rich, ready-to-go analytics (compliance included!) that turn your HR data into decisions without breaking a sweat.

Capability	 RIPPLING	 keka
Cross-Module Analytics	 <p>Siloed insights. Each module in Rippling has its own reports. While data is in one system, there's limited out-of-the-box capability to mash together insights across HR functions without manual work.</p>	 <p>Unified data, unified insights. Combine payroll, attendance, performance, and engagement data into one report or dashboard. Keka shows you the whole picture (e.g. how attendance impacts performance) instantly.</p>
Custom Reports & Dashboards	 <p>Limited customization. You can tweak standard reports and create basic custom ones, but complex reports often require exporting data. Advanced BI dashboards would require a separate tool.</p>	 <p>Unlimited custom reports included. Drag-and-drop report builder and customizable dashboards let you analyze any metric your way – no extra fee, no IT help required.</p>
Compliance & Predictive Alerts	 <p>Strong compliance basics – Rippling does track labor law requirements (OT, breaks) and keeps you compliant. However, it lacks predictive HR insights – you get the what (e.g., turnover rate), but not the “why” or “what’s next” that Keka’s AI can hint at.</p>	 <p>Built-in compliance analytics (overtime, meal break, ACA, etc.) with alerts before issues arise. Plus, Keka’s AI looks for patterns – it might flag rising attrition risk or engagement drops so you can act proactively.</p>

Final verdict

Keka puts people-first, Rippling plays catch-up

Rippling is a formidable, modern platform with a lot going for it, but it often tries to be everything for everyone – which can lead to hidden costs, unused features, and complexity that HR teams don't need. Keka is built for businesses that want HR to be delightfully simple, deeply powerful, and unified all at once. It's about focusing on what truly matters in HR (your people!), and doing it exceptionally well.

In short: when it comes to delivering an HR experience that's unified, intuitive, and insanely efficient, Keka wins the day.



Flat, transparent pricing

no sneaky add-ons
or per-module fees.



AI-powered automation

that saves you time (and wow's
your team)



A joyful, easy-to-use interface

that employees and HR adore



One unified platform

for HR, Payroll, Performance,
Time & more



Dedicated, friendly support

whenever you need a
helping hand.

Ready to experience HR bliss?

Let's chat

