

Feature/Criteria	Actus	Sage HR	Breathe HR	StaffCircle
Core Strength	Deep performance + compliance	Simple, modular HR suite	HR platform for SMEs	All-in-one performance + comms
Target Market	Mid-size to large UK firms	SMEs (10-250 employees)	SMEs (1-250 employees)	SMEs & distributed teams
Performance Reviews	✓ Full review cycle w/ templates	✓ Customisable performance reviews	✓ Basic 1-1s and reviews	✓ Templates, reminders, automation
OKRs / Goal Tracking	✓ SMART, cascading, aligned goals	✓ Goal setting module	✓ Objectives + KPIs	✓ OKRs, development goals
360° Feedback	✓ Built-in	✓ Add-on	✓ Optional	✓ Built-in
Compliance Tools (e.g. SMCR)	✓ Full compliance dashboards	✗ Limited	✗ Not focused on compliance	✗ Basic HR compliance
Customisation & Branding	✓ High	✗ Limited	✗ Limited	✓ Moderate
Learning & Development	✓ Integrated LMS	✓ LMS as add-on	✓ Add-on only	✓ Development plans
Engagement (surveys/feedback)	✓ Pulse surveys, feedback	✓ Slack/feedback features	✓ Kudos, performance feedback	✓ Sentiment tracking, awards
Internal Communications	✗ No native comms	✗ No	✗ No	✓ Newsfeed, alerts, mobile-ready
Mobile Access	✓ Mobile-friendly	✓ iOS/Android app	✓ Limited app	✓ Web mobile (app limited)
Integrations	✓ HRIS + APIs	✓ Slack, Xero, SSO	✓ Xero, Outlook	✓ Teams, Slack, AD, Workable
Support Quality (UK-based)	✓ Excellent – consultancy-led	✓ Good	✓ Strong UK support	✓ Fast and responsive
Reporting / BI Dashboards	✓ Extensive, real-time	✓ Basic to moderate	✓ Moderate	✓ Good insights
Ease of Use (Capterra avg)	□ 4.7	□ 4.4	□ 4.4	□ 4.5
Pricing (per user/month)	~£0.50-£2.00 (via G-Cloud)	~£4.60-£10.00 + modules	£22-£525 per business	Custom quote