

Century Real Estate Unlocks Faster Conversions with Intelligent Lead Journey Automation

INDUSTRY: REAL ESTATE

HQ: BANGALORE

FOUNDED: 1973

With a 50+ years legacy, Century Real Estate continues to shape Bengaluru's evolving skyline as one of the city's most trusted brands. With 3,000+ acres of land holdings and a 25M sq. ft. portfolio across premium residential and commercial developments-80% LEED Gold certified - the brand exemplifies quality and innovation, supported by multiple ongoing projects and upcoming residential, township, and commercial developments in FY 2026-27.

The real estate buying journey doesn't close in one visit. It spans months, multiple touch-points, and a lot of in-between, where most leads go cold, not because intent dies, but because follow-up does.



The Problem

Stage	What Was Happening
Yet To Service	Leads sitting un-contacted due to volume
Follow Up	Follow-up journeys required faster turnaround and continuity
Site Visit Prospect	High postponement and no automated reminder logic
Site Visit Done	Just a thank you message
Dormant Database	Past leads required a more structured re-engagement approach

WebEngage In Action

Four projects were running simultaneously, each with its own buyer profile, price point, and messaging need. This required a more structured approach to managing lead journeys across stages and projects.

1. Stage-Based Journey Orchestration

The core fix: **stop treating all leads the same**. WebEngage's Journey Designer mapped four distinct stages across all four projects. Each lead entered a journey based on two conditions – the project they expressed interest in and their funnel stage.

Yet To Service

A "Yet To Service" lead on a luxury project got a different sequence than a "Follow Up" lead on an aspirational project

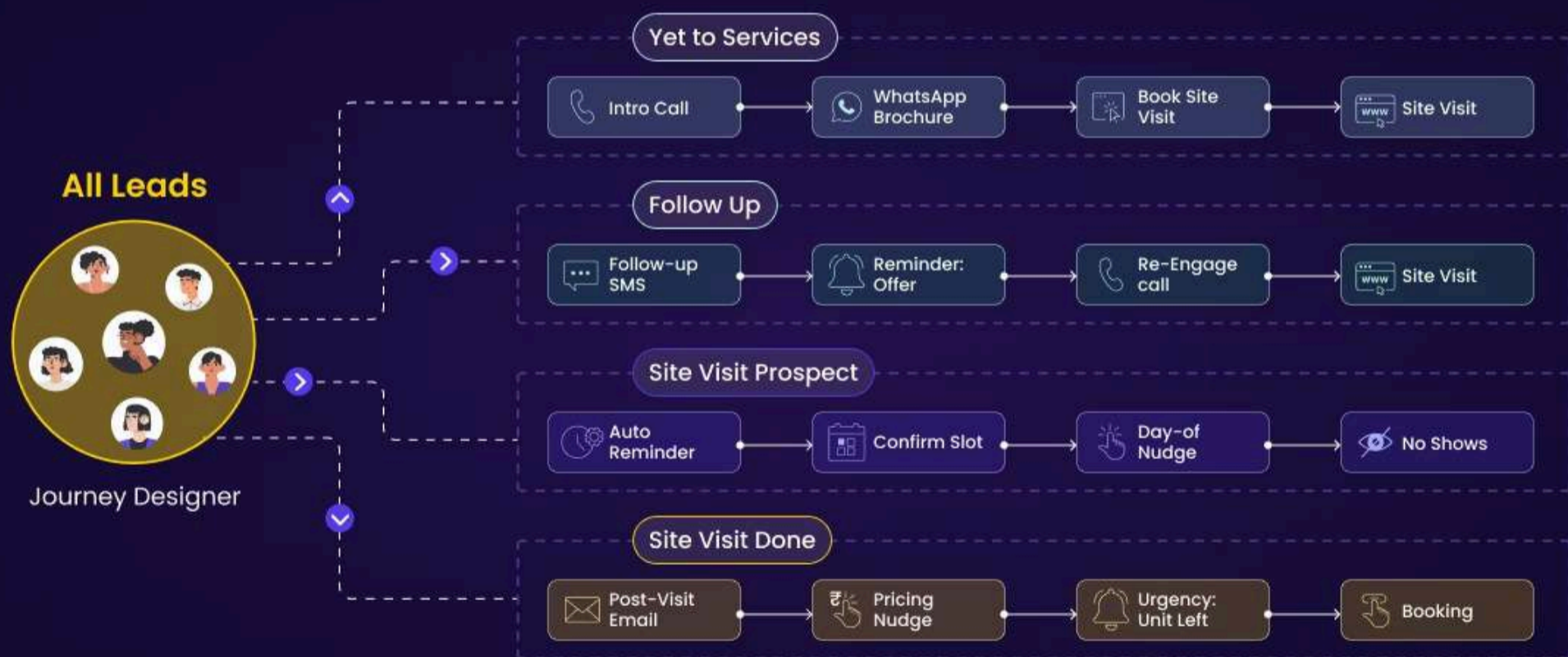
Site Visit Prospects

Site Visit Prospects received automated reminders and confirmations to cut no-shows

Post-Visit Leads

Post-visit leads entered a structured nurture flow instead of going cold

Every trigger, every message, every timing – built around **stage logic, not broadcast schedules**.



30%

Reduction in Average Time

From inquiry to site visit

2. Lead Resurrection Campaigns

Century had a significant dormant database – leads that had inquired months or years ago and had gone silent. The opportunity was real. The challenge was reaching them with something relevant, not just another generic mailer.

WebEngage's CDP segmented cold leads across three variables:

Last Interaction Date

Previously Viewed Project

Budget Range

Reactivation journeys were then triggered via WhatsApp and email – surfacing new project phases, updated inventory, and time-bound incentives. Not blast campaigns. **Behaviour-informed re-entry points.**



4-5%

Increase in reactivation of dormant leads

3. Omnichannel Engagement + Two-Way Bot Integration

Prospects were coming in through website forms, WhatsApp, walk-ins, and phone calls – but experiencing each channel in isolation. Sales teams couldn't respond 24/7. Leads went cold between touchpoints. WebEngage closed this gap in two layers:

Bot Layer

Two-way WhatsApp bots handled real-time queries on pricing, availability, amenities, and booking – with clean handoffs to human agents for complex conversations. Always on. Zero drop in experience quality.

Orchestration Layer

Email, SMS, WhatsApp, RCS, and on-site notifications coordinated from one place – triggered by prospect behaviour, not manual scheduling. Every channel informed by what the lead did last.



Result: Improved response times, higher engagement rates, reduced sales team load on routine queries

The Overall Impact

30%

Reduction in Time

From inquiry to site visit

4-5%

Dormant Lead Reactivation

Increase in re-engaged leads

**Reduced Turnaround Time Across
Follow-Ups and Site Visits**

**Stronger engagement across all the
projects**

Key Features Used

Journey Designer

CDP

User Segmentation

Two-Way WhatsApp Bot

WhatsApp

Email

SMS

RCS

On-Site Notifications

In-Line Content

Funnels

Event Analytics

The Brand Team Talks



**Vikas Nair | Head of Marketing,
Century Real Estate**

WebEngage has supported bringing in a more structured, stage-based engagement framework across projects, enabling communication to be more timely, relevant, and aligned with each prospect's journey.



**Sreenivasa | Asst. Manager - Digital
Marketing & SEO, Century Real
Estate**

From an operations standpoint, the WebEngage tool has worked well, especially in terms of integrating with other platforms and vendors, including WhatsApp, CRM systems, and various communication channels. Features such as stage-based journeys, two-way WhatsApp bots, segmentation, and centralised orchestration offer good flexibility to manage engagement at scale while keeping the overall process structured and easy to manage.

From our Retention Consultants



**Philip Mathew | Retention Consultant,
WebEngage**

Century Real Estate's approach to customer engagement stood out as one of the most structured and thoughtfully executed we've seen in the real estate space. Every journey from lead capture and nurture to site visit orchestration and post-booking engagement was mapped with clear intent, backed by data, and delivered with a strong understanding of customer context. What truly made this partnership work was their focus on moving beyond just channel orchestration to delivering the right message at the right stage of the homebuyer journey. The uplift in engagement wasn't incidental it was the outcome of sharp audience segmentation, unified customer views, and a strong culture of continuous experimentation. A benchmark-worthy execution in the real estate ecosystem.

Why Did Century Real Estate Choose WebEngage?

WebEngage supports a more structured and responsive approach to lead management, which is particularly relevant in real estate, where customer journeys are long and multi-staged. By enabling stage-based communication, behaviour-led engagement, and coordinated omni-channel interactions, it allows each prospect to be engaged more meaningfully rather than through uniform outreach.

From Century's perspective, this has helped bring good consistency across projects, improve turnaround times for site visits and follow-ups, and make more effective use of existing lead databases through targeted re-engagement - while maintaining a more streamlined and manageable operational flow.