Corrigendum: Customer experience, satisfaction and loyalty in business-to-business markets: Does the chain hold across customer segments?

In the version of the article initially published, Human, G., Ferreira, C.C., Robertson, J. & Whiterspoon, M., 2020, ‘Customer experience, satisfaction and loyalty in business-to-business markets: Does the chain hold across customer segments?’, *Acta Commercii* 20(1), a855. https://doi.org/10.4102/ac.v20i1.855, the surname of the fourth author was given incorrectly. The correct surname should be Witherspoon instead of Whiterspoon in the ‘Author’ and ‘How to cite this article’ sections.

This correction does not alter the study’s findings of significance or overall interpretation of the results. The authors apologise for any inconvenience caused.